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.

MODERN WEB

This template has a sleek and sophisticated charm. The geometric shapes in contrasting colors embody the strikingly rich yet clean and uncluttered quality of the piece. A modern choice of vibrant colors and images give the piece a cutting-edge appeal.

You will be able to choose two accent colors to replace the ones shown in the example on the left. Colors should compliment each other for effective contrast. The strongest of the two colors will be used for pullquotes on the subpages.

Color suggestions are on the following page.
Color Suggestions

1. You may choose your own brand color combinations. Colors should be bold to maintain the modern appeal of this template. They should compliment each other for effective contrast.

or

2. If only one color is available, your color may be combined with the gray color below.

   ![Gray](bbbbbb)

or

3. Choose one of the following palette combinations:

   - **Red & Yellow**
     - Red (e01123) Yellow (edcf58)
   - **Navy Blue & Gray**
     - Navy Blue (003767) Gray (a5d8ff)
   - **Blue & Green**
     - Blue (00467ff) Green (8dc63ff)
   - **Purple & Gold**
     - Purple (49f9) Gold (ffc45)
   - **Blue & Orange**
     - Blue (005596f) Orange (f47920f)

* Please note the only place you will be able to apply the color choices are to the banner and pullquotes.
Banner and Footer

1. The site is 990 pixels wide.

2. 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”. Maximum character count for each link is 10.

Should you choose to add up to 4 additional pages, some suggestions are “About Us” or “Events” (see page 6).

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

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

5. Banner font is fixed at Bosis Medium 30 pixels. Character count limit is 43. The title cannot overlap the second color stripe.

6. Tagline font is Bosis Regular 16 pixels. Character count limit is 77.

7. Images may be switched here. Horizontal, full color, memorable photos of people such as the one shown are encouraged. Careful consideration should be taken in selecting the photo since the visible portion will be 349w x 120h pixels.

8. The footer is a pervasive element, appearing on all pages. Color is gray (666666) and height is fixed at 70 pixels.

9. Copyright position and specs cannot be altered. This is in accordance with Gartner branding and template guidelines.
Home Page Introduction

1. Welcome letter or introduction must be included with editorial content. Maximum character count is 1122. Headline text is gray (666666). Main body text is Verdana, 11pts, black (000000).

2. 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

3. Gartner content will be visually separated from client content. Gartner content will appear on the left. Headline text is gray (666666).

4. 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).

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

6. Your company name and content will appear on the right. Headline text is gray (666666).

7. 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.
Width of main area is 673 pixels. Images or additional supporting content cannot exceed this width.

Headline and subhead text are gray (666666).

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

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).

Pullquote text is Verdana Bold, 16pts. Color will be the strongest color of the palette chosen (see page 3).

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.

“Return to Home” will appear at the bottom of longer pages. Link color is blue (3088cc).
The following are 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 are gray (666666).

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.

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