STYLE GUIDE

Progressive Web
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.

PROGRESSIVE WEB

This versatile newsletter is the most dynamic of the four templates. The alternating square motif creates an energetic quality unique to this design.

This template offers a choice of two distinct color palettes: Bold and Calm. The color palettes cannot be altered. They have been carefully selected to support the dynamic tone of each piece. One is bright and bold while the other maintains the same design but is more muted in tone.

Graphics may be altered on the banner to harmonize with the palette and tone of the template. See below for photo suggestions.

Bold
Evocative abstract imagery is encouraged whether natural or man-made. Images conveying technology, light, motion or the elements will lend a dynamism that is imaginative and thought-provoking.

Calm
Abstract photos of organic imagery such as water and sky are encouraged. These images can also be imaginative and thought-provoking.
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) or any other pages of your choosing.

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 Interstate Bold 30 pixels. Character count limit is 30. The title cannot overlap banner image.

6. Tagline font is Interstate Bold 16 pixels. Character count limit is 54.

7. Images may be switched here (see page 3 for photo suggestions). Careful consideration should be taken in selecting the photo since the visible portion will be about 500w x 120h pixels. The rest will fade gradually to the left. Placement of squares may be moved around as needed to enhance the imagery.

8. The footer is a pervasive element, appearing on all pages. Height is fixed at 70 pixels. Color varies with template. Progressive Bold: Orange (f47920); Progressive Calm: Green (6aaba6)

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

1. Welcome letter or introduction must be included with editorial content. Maximum character count is 1122. Headline text color varies with template. Progressive Bold: Orange (#F47920); Progressive Calm: Green (#6aaba6). 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 color varies with template. Progressive Bold: Orange (#F47920); Progressive Calm: Green (#6aaba6).

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 color varies with template. Progressive Bold: Orange (#F47920); Progressive Calm: Green (#6aaba6).

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.
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 varies with template. Progressive Bold: Orange (f47920) (as shown on left); Progressive Calm: Green (6aaba6)

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 Bold, 10pts, black (000000).

5. Pullquote text is Verdana, 16pts. Color varies with template. Progressive Bold: Orange (f47920) (as shown on left); Progressive Calm: Green (6aaba6)

6. 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.

7. “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 varies with template.**
   - Progressive Bold: Orange (#f47920) (as shown on left);
   - Progressive Calm: Green (#6aaba6)

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).