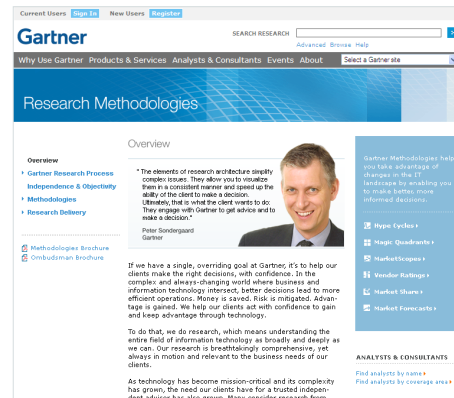


gartner.com Style Guide
Classic gartner.com

Upgrades to the Website



New headers emphasize the Gartner brand.



Improved layout enlivens Gartner content



Higher resolution display maximizes screen real estate to feature content in the best possible way.

“Classic gartner.com” is located at www.gartner.com on the Web. This is the Gartner public-facing website that does not require a login to access content.

In 2007 and now 2008 we have been moving toward more fully embracing the Gartner brand identity as seen in various areas of gartner.com, i.e. Methodologies, Consulting, Media Products. Upgrades to the site is a multi-phased approach as opportunities arise to redesign pages and sections.

The overall visual presentation has been improved to create a more flexible page structure. These new designs have a greater feeling of openness allowing content to be more easily absorbed. Visual imagery and analyst photos have also been incorporated for a more dynamic display of content.

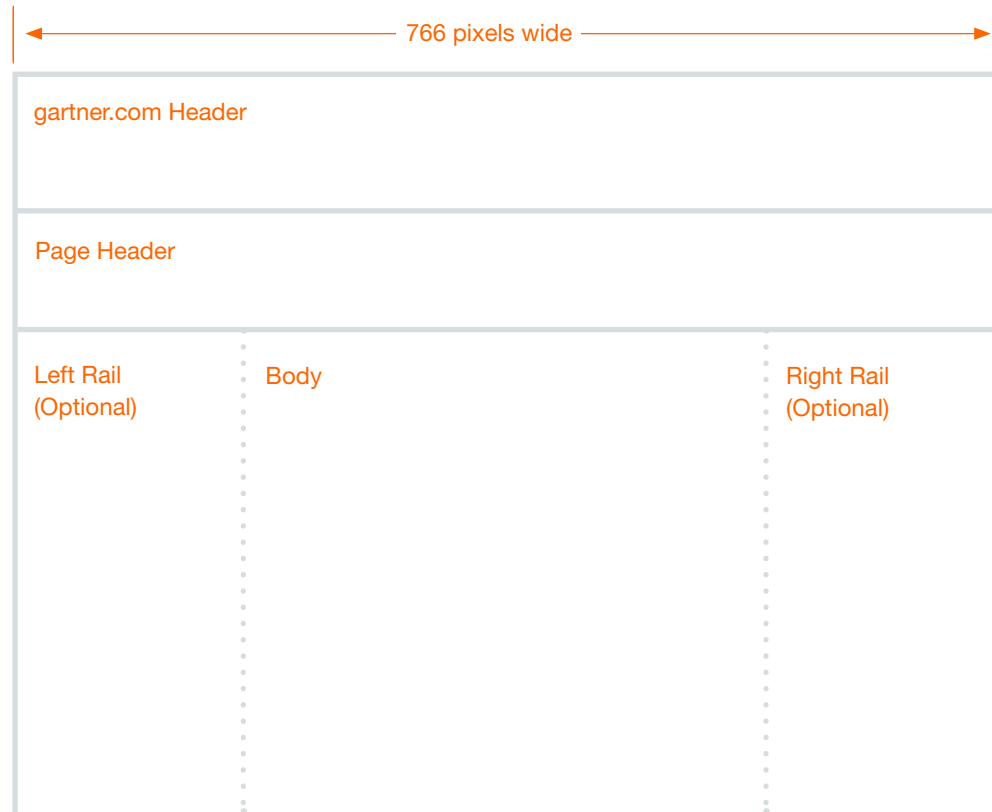
New features include:

- Revamped headers with improved typography and brand imagery
- New page structure with left hand rail and horizontal cross-navigation for subsections links
- More open page structure. The 2 pixel white and gray gutters on many of the old gartner.com pages have been removed.
- Clearer page signage
- Added imagery illuminates content and highlights Gartner analysts
- Initial migration toward a 1024 x 768 display for higher resolution display as seen in the latest IT Budget Optimization feature.

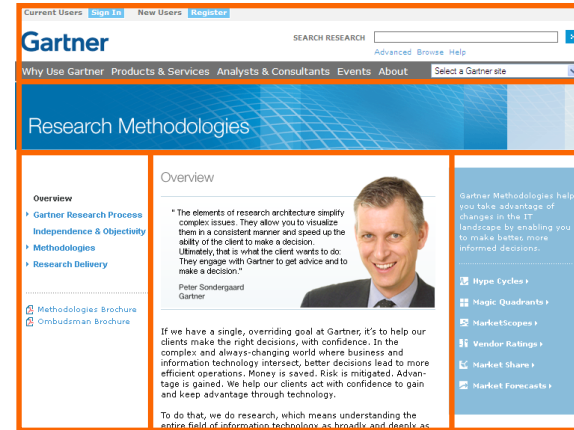
Classic gartner.com

20 March 2008

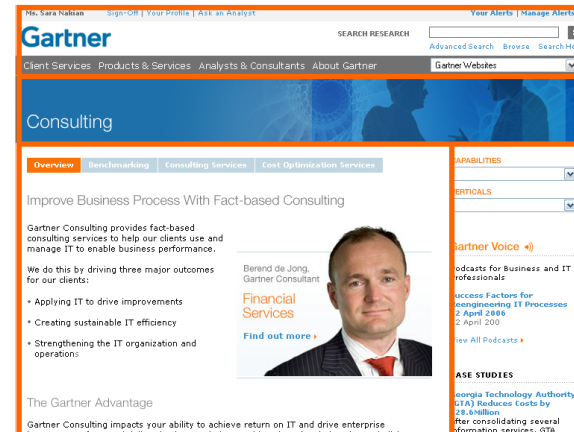
Visual System for 800 x 600 Pixel Display Grid Structure



Organizing principal for gartner.com 800 x 600 pixel pages. This page structure has an optional left and right rail depending on the content needs of the page.



Same structure with left rail



Same structure without left rail

Flexibility within this common structure increases the range of treatments to accommodate different kinds of content while also providing cohesion across gartner.com.

Classic gartner.com

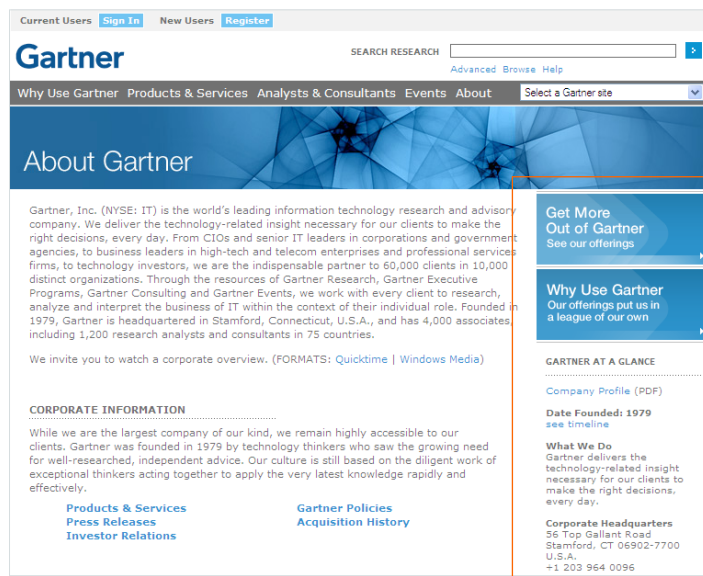
20 March 2008

Visual System for 800 x 600 Pixel Display Right Rail



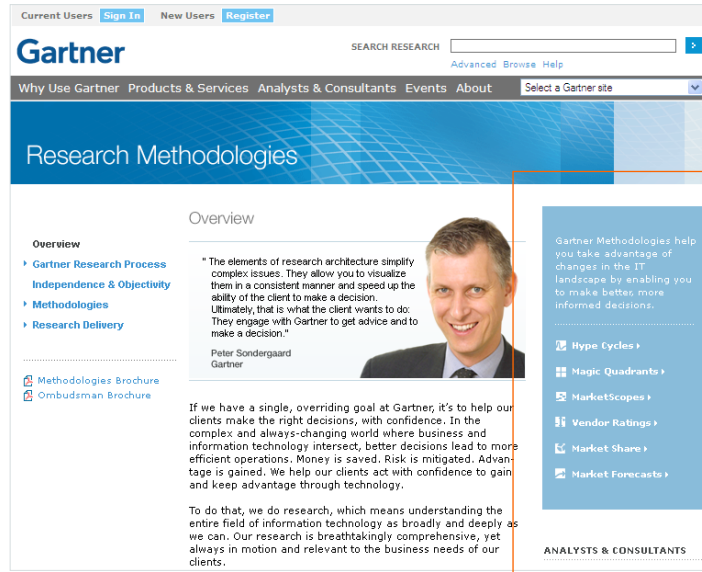
The right rail may be used for various sidebar content as shown in these examples. Possible uses may include:

- Special content that needs extra emphasis
- Related content and additional links
- Relevant Promos
(Please place at top for visual balancing)

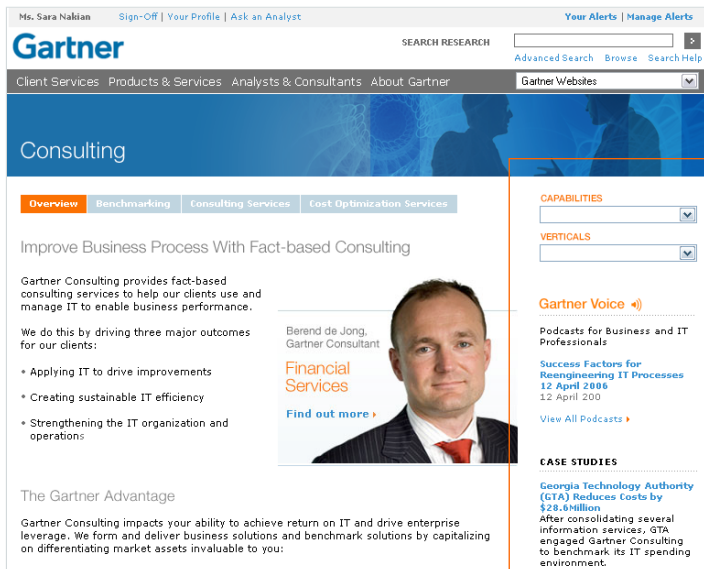


Promos and “Gartner at a Glance” enrich the Gartner story.

Visual System for 800 x 600 Pixel Display Right Rail



Highlights methodologies in capsule form.



Streamlines navigation with drop downs to specific areas.

Highlights related content

Visual System for 800 x 600 Pixel Display Right Rail



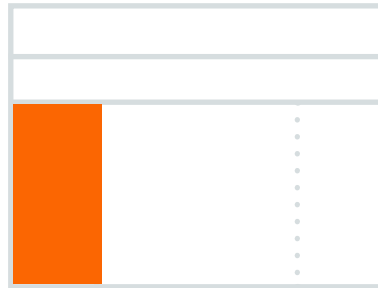
The screenshot shows the Gartner Executive Programs page. The right rail contains three main sections: a '2007 CIO Agenda' section with a 'LEARN MORE' button, a 'BROCHURE' section with a 'DOWNLOAD' button, and a 'CONTACT US' section with an email address. An orange box highlights the right rail content, with two callouts: 'Drives traffic to unique areas' pointing to the 'LEARN MORE' button and 'Download more information' pointing to the 'DOWNLOAD' button.

The screenshot shows the Gartner Media Products page. The right rail contains a 'LEARN MORE' section with contact information for North America, Europe, Asia/Pacific & Japan, and Latin America, along with the email address mediaproducts@gartner.com. An orange box highlights this contact information, with a callout: 'Call to action with contact info'.

Classic gartner.com

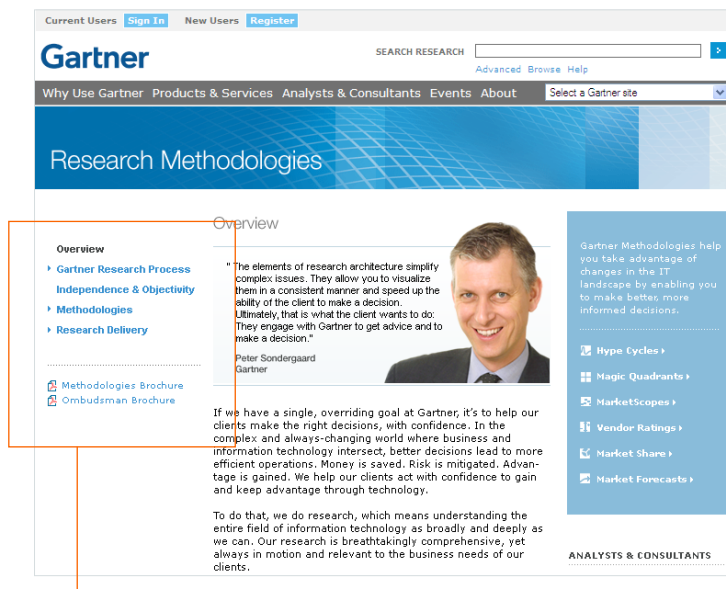
20 March 2008

Visual System for 800 x 600 Pixel Display
Left Rail (optional)



The left rail is generally reserved for navigation as shown in these examples. Exceptions may apply depending on the context.

Not all pages require additional navigation, i.e. Why Use Gartner. In such cases there is no left rail.

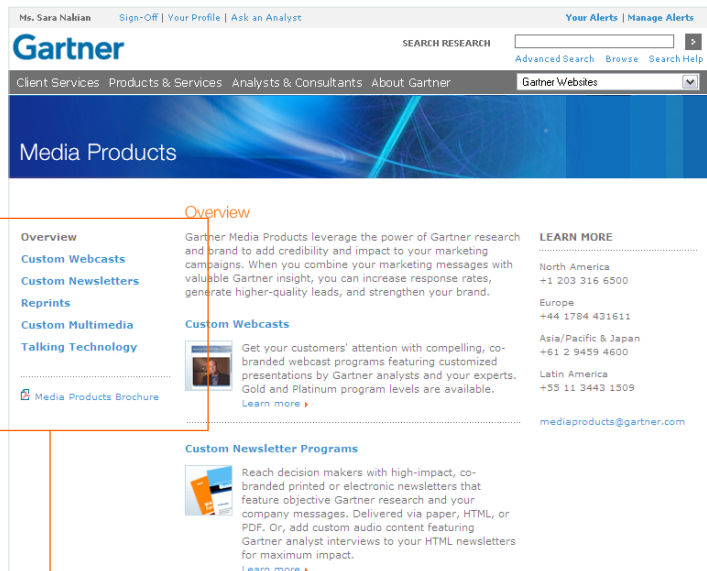


Main site navigation. Blue arrows appear there is sub navigation within a section.

Visual System for 800 x 600 Pixel Display Left Rail (optional)



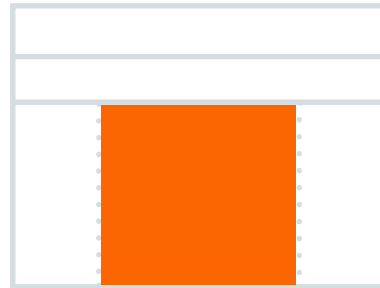
Main site navigation



Main site navigation with download link

Visual System for 800 x 600 Pixel Display

Body



The body of the page is the largest open area of content. It's position and width depends on whether or not a left or right or rail is part of the page design.

This flexible system accommodates more page types allowing for a more effective presentation based on the unique needs of the content.



Classic gartner.com

20 March 2008

Visual System for 800 x 600 Pixel Display Body



Current Users Sign In New Users Register

Gartner SEARCH RESEARCH Advanced Browse Help

Why Use Gartner Products & Services Analysts & Consultants Events About Select a Gartner site

CONSULTING Consulting Services

Overview Benchmarking **Consulting Services** Cost Optimization Services

High-value Solutions to Drive Business Performance

IT is woven into every business process. Gone are the days when IT was just a cost.

Now the business looks to IT as a source of competitive advantage.

Today's CIOs and IT organizations are charged with not only "keeping the lights on" but also maximizing IT's contribution to enterprise growth and the enterprise's leverage in the marketplace.

Find out more consultinginfo@gartner.com

Irma Fabular, Gartner Consultant
Education
Find out more >

Capabilities
Business Consulting Achieve maximum value from your IT investments.

Verticals
Public Sector Helping government and education executives meet growing demands of their external constituents

CAPABILITIES
Select a Capability

VERTICALS
Select a Vertical

Client Success Stories
Read How Gartner Helped >

Telecomm Client Saves €40 Million
Read More >

CASE STUDIES
Georgia Technology Authority (GTA) Reduces Costs by \$28.6 Million
After consolidating several information services, GTA engaged Gartner Consulting to benchmark its IT spending

Contact us today
consultinginfo@gartner.com

Body

Current Users Sign In New Users Register

Gartner SEARCH RESEARCH Advanced Browse Help

Why Use Gartner Products & Services Analysts & Consultants Events About Gartner Websites

Gartner Executive Programs

Overview
Member Benefits
Product Offerings
Testimonials
Contact Us

2007 CIO Agenda

Gartner Executive Programs Personal Service. Expert Advice.

Gartner EXP is a membership-based organization of more than 3,000 CIOs worldwide. Members benefit from the convenience of a single source of knowledge, one-to-one counsel, personalized service, the shared knowledge of the world's largest community of CIOs, and the assurance of Gartner objectivity and insight.

In order to create the ultimate experience for senior IT executives, we focused on personal service, high-level connections and valuable peer networking, fresh ideas, decision making support, and relevant unbiased ideas and advice.

Gartner Executive Programs offers all of this and more. That's why more than 3,000 CIOs at the world's leading companies are members. We understand your challenges, your environment, and your needs. We've created a highly personalized service to help you succeed. There's nothing else like Gartner EXP.

Variety of Services

As a member, you receive:

Gartner EXP offers you a variety of services, including:

2007 CIO AGENDA
Creating Enterprise Leverage
LEARN MORE

BROCHURE
Gain expert insight and learn more in the **Gartner for CIOs Brochure**.
DOWNLOAD (PDF 834K)

CONTACT US
If you are interested in becoming an EXP member, send us an email at EXP.Research@gartner.com

Americas Contact
Jose A. Ruggiero
MVP, Gartner Executive Programs

Body

Current Users Sign In New Users Register

Gartner SEARCH RESEARCH Advanced Browse Help

Why Use Gartner Products & Services Analysts & Consultants Events About Select a Gartner site

CONSULTING Consulting Services

Overview Benchmarking **Consulting Services** Cost Optimization Services

Capabilities
Business Consulting
Comparative Analytics
Program Management
Architecture & Critical Technologies
Sourcing

Verticals
Public Sector
Financial Services/Banking
Utilities
Healthcare
Telecom & Media

Contact us today
consultinginfo@gartner.com

Telecom & Media

The telecommunications industry and media distribution companies are seeking to seize on the market opportunity afforded through multi-media services, IP- and convergence-driven solutions, and mobility. We help clients drive growth while protecting margins, execute major OSS/BSS changes to support IP, multi-service environments, and apply IT to gain enterprise leverage. Our go2market solutions help clients drive growth in key solutions, such as media convergence, complex managed services, and mobility solutions. Our OSS/BSS solutions ensure clients can design, provision, manage, and assure revenue as the complexity of IP-driven solutions increase. To confront margin pressures and support solution design and delivery, our IT solutions apply management levers to gain sustainable efficiencies and help clients design IT solutions that impact how customers experience services, accelerate product development and time-to-market, and improve P&L performance.

Qualifications

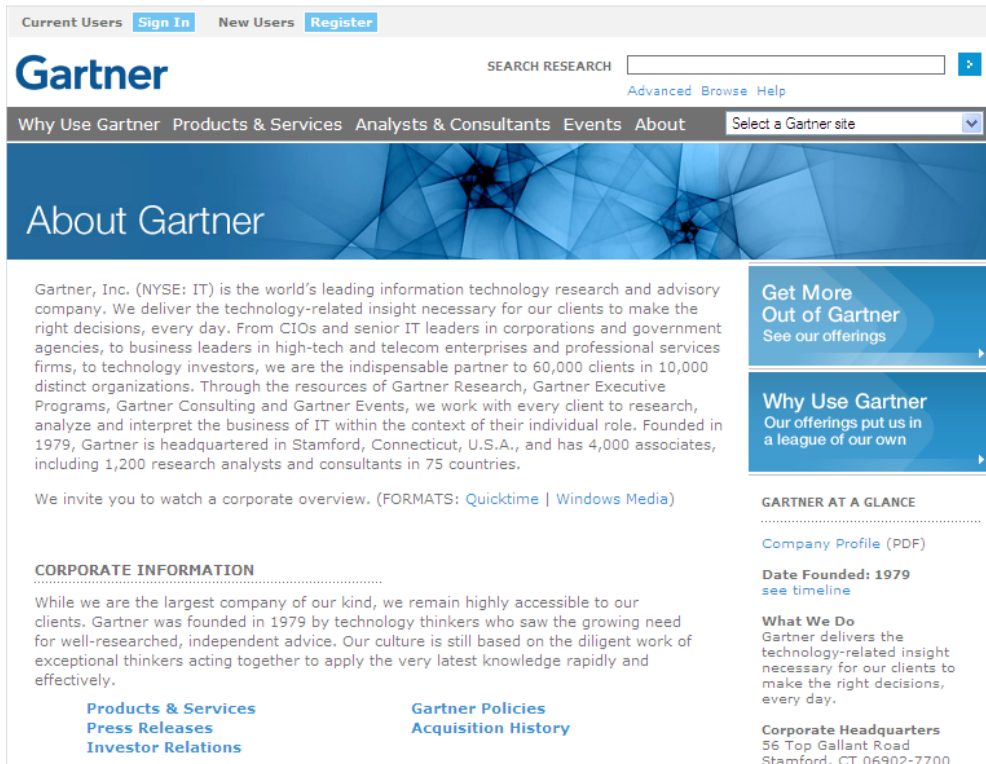
Telecomm Client Saves €40 Million
When a large telecommunications company needed to improve service provider relationships, lower costs and reduce long procurement cycles, Gartner Consulting was called on to help.

Body

Classic gartner.com

20 March 2008

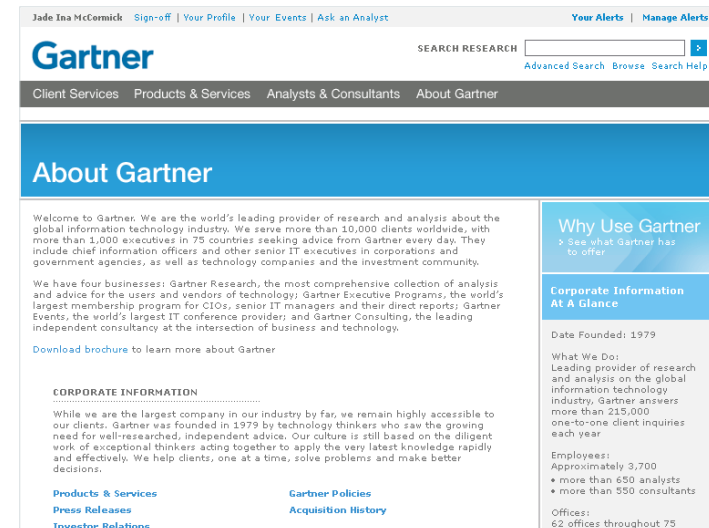
Visual System for 800 x 600 Pixel Display Before and After



New/2007

Upgraded in late 2007

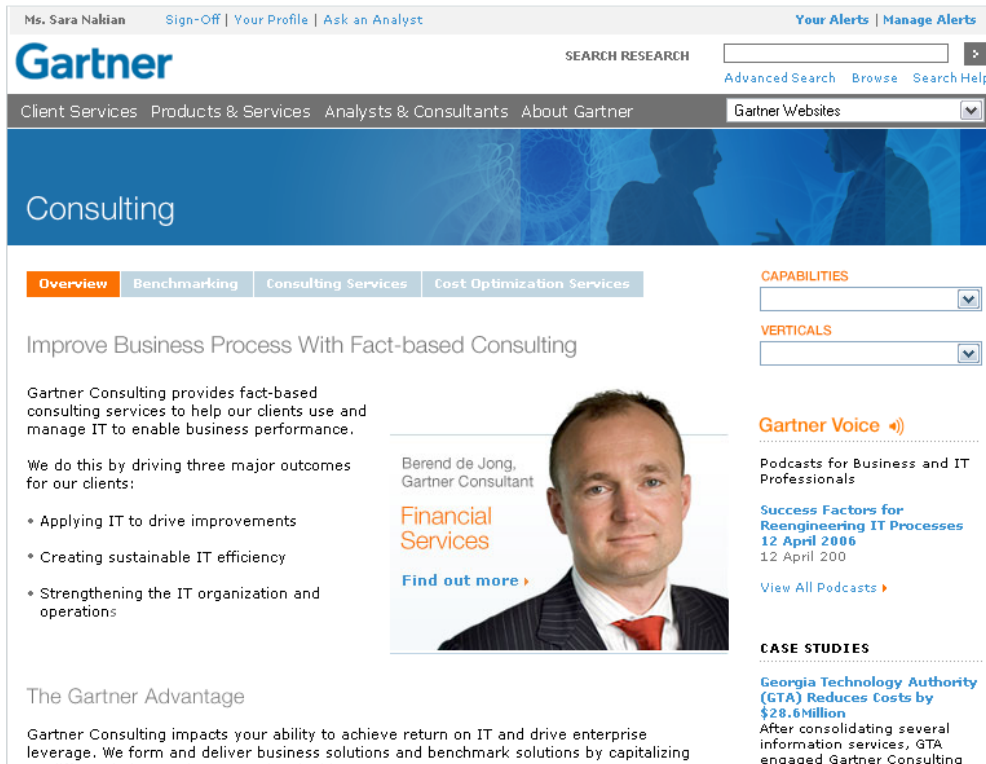
Removal of gray gutters and making headers and promos flush to the edges of the page creates openness and white space. This is more visually in line with the Gartner brand. It also reduces clutter on our very content-rich web pages making our content easier to see and absorb.



Old/2005

Launched in 2005 before the new Gartner brand identity was released

Visual System for 800 x 600 Pixel Display Before and After



New/2007

Upgraded 2007

New designs feature new headers, improved signage, cleaner navigation and more analyst photography



Old/2005

Launched in 2005 before the new Gartner brand identity was released

Classic gartner.com

20 March 2008

Visual System for 800 x 600 Pixel Display

Page Header

Use of Type

These headers set in a thin face of the brand font lend an elegance to the page. The typeface and tight letter-spacing contrasts with the heaviness of the Gartner word mark which appears just above these headers.

Helvetica Neue 45 Light, 30 points in upper and lowercase type in white over a blended blue background.



Use of Imagery

Abstract imagery creates a strong stronger brand presence and adds visual variety to gartner.com pages.

Imagery blends with Gartner blue yet each header has a somewhat different color space based on the image.

Deep darks and hot lights create visual contrast for more visual impact and a dimensional effect.

Image are fades to a solid blue background to the left so that the header type reads clearly.

Pixel Dimensions

766 x 90 pixels

2007 gartner.com page headers

Classic gartner.com

20 March 2008

Visual System for 800 x 600 Pixel Display

Page Header



Gartner Consulting



Media Products: Talking Technologies



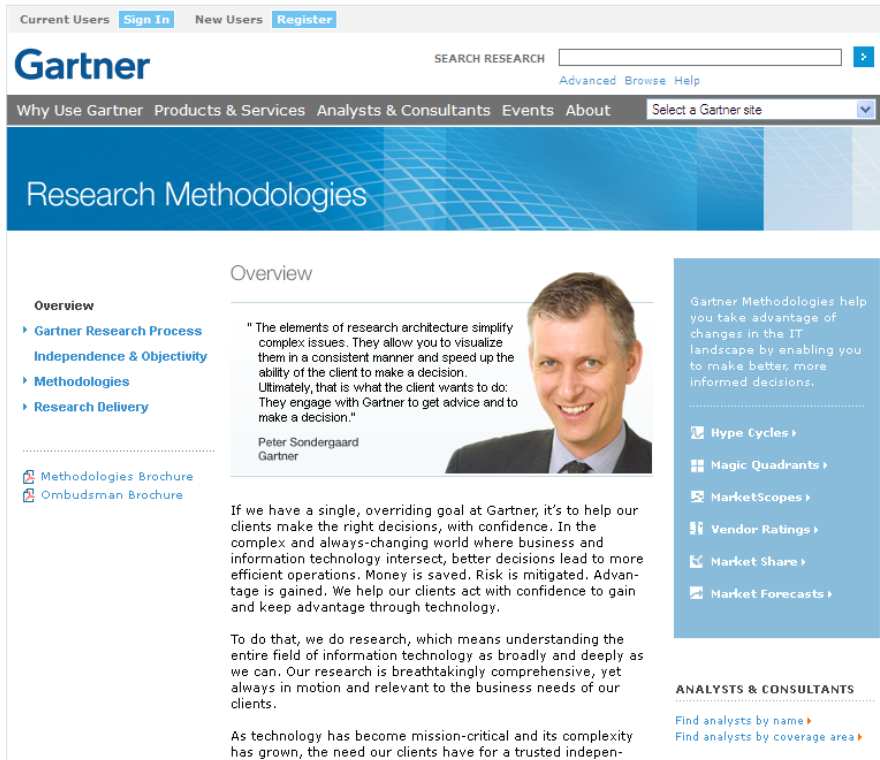
Media Products: Custom Multimedia

Use of Imagery

Abstract imagery used metaphorically or more literally may lend itself to the content on the page.

Otherwise general brand imagery such as images of fractals, water and datascares may be used.

Visual System for 800 x 600 Pixel Display
Navigation



Style 1: Vertical Nav

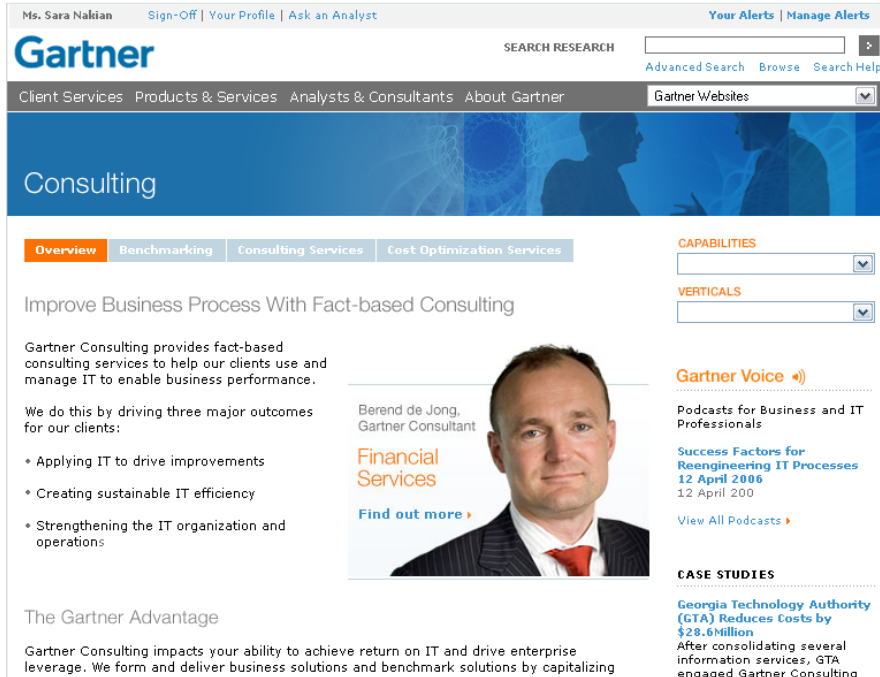
Vertical format allows for many section and subsection links.

Note: Blue arrows precede links where there is sub navigation.



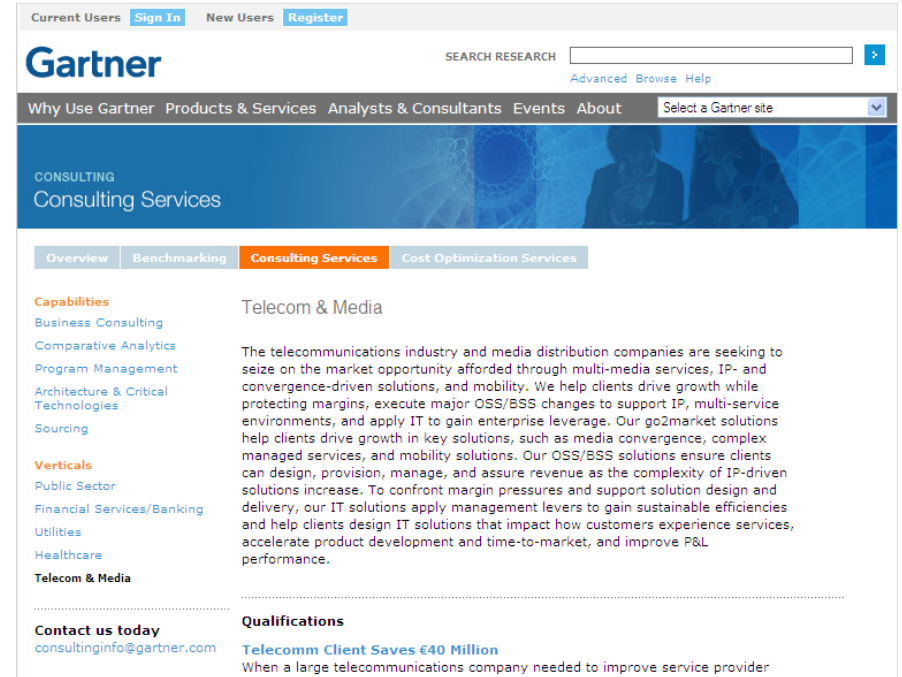
Shows expanded navigation for subsections

Visual System for 800 x 600 Pixel Display Navigation



Style 2: Horizontal Nav

Horizontal format frees up space for page content.



Style 2: Horizontal Nav with Optional Vertical Nav

Vertical nav may be added within sections for sub-sections and easy cross-navigation.

Notice that a right rail may not be necessary to support the content as shown in this sample screenshot.

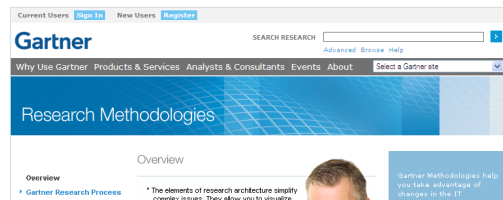
Classic gartner.com

20 March 2008

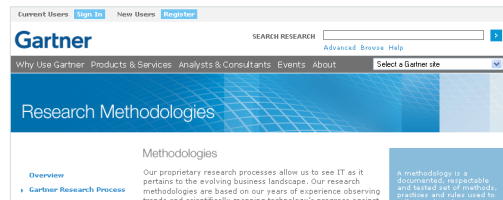
Visual System for 800 x 600 Pixel Display Page Signage

Style 1: One Page Header. Body Sub headers

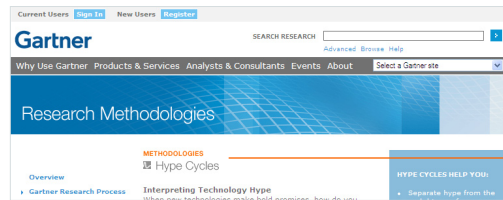
This simplified system works well for pages that do not require headlines in addition to section headers.



Level 1: Main page



Level 1: section page



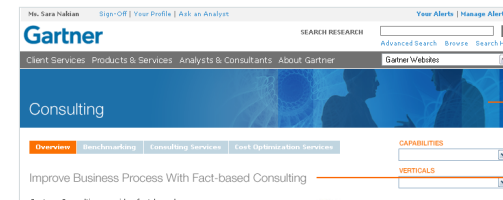
Level 2: subsection

Common page header

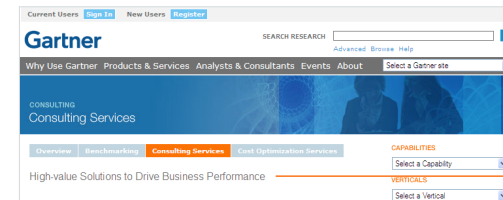
Subsection header

Style 2: Section name in Header. Body Headlines

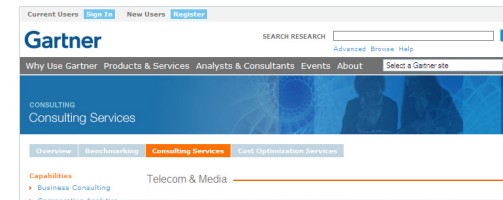
This system accommodates pages with more complex section headers as well as headlines.



Level 1: Main page



Level 1: section page



Level 2: subsection

Overview header

Page headline

Page headline

Common section header

Subsection header

Classic gartner.com

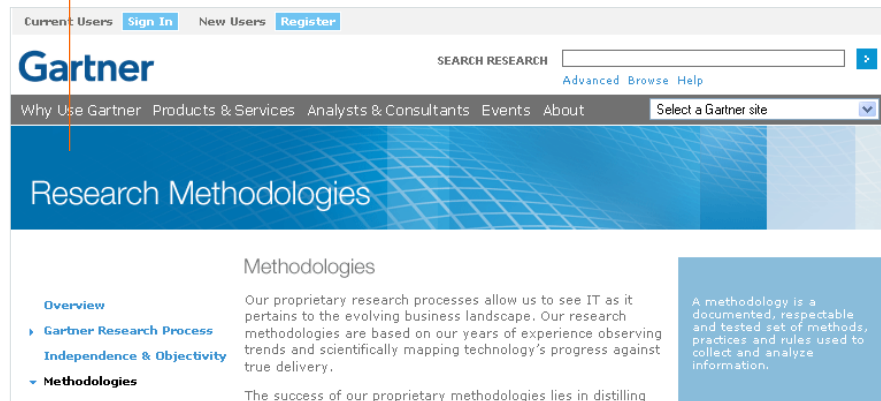
20 March 2008

Visual System for 800 x 600 Pixel Display Page Signage

Style 1: One Page Header. Sub headers in Body.

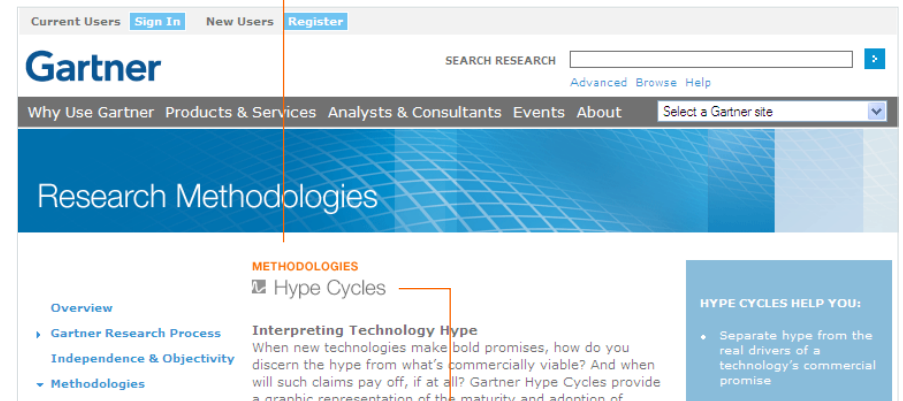
This simplified system works well for pages that do not require headlines in addition to section headers.

Helvetica Neue 45 Light, 30 points in upper and lowercase type in white over a blended blue background.



Level 1: Section Page

Helvetica Neue 75 Bold
10 points in all caps; Kerning: 25
RGB: 251,102,2



Level 2: Subsection Page

Helvetica Neue 45 Light,
18 points in upper and lowercase
RGB: 102,102,102

Classic gartner.com

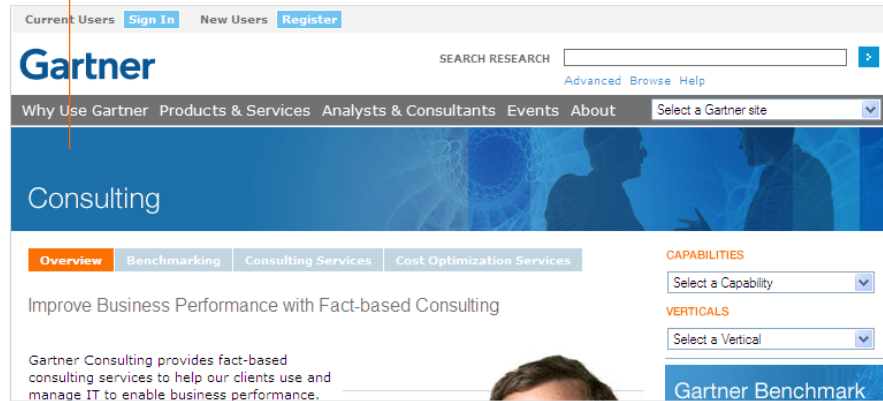
20 March 2008

Visual System for 800 x 600 Pixel Display
Page Signage

Style 2: Section name in Header. Headlines in Body.

This system accommodates pages with more complex section headers as well as headlines.

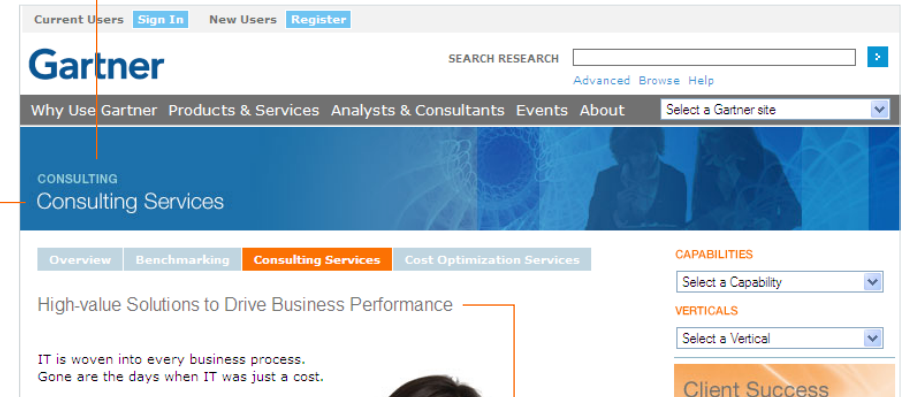
Helvetica Neue 45 Light, 30 points in upper and lowercase type in white over a blended blue background.



Level 1: Overview Page

Helvetica Neue 45 Light
19 points in upper and lowercase; Kerning: 5
White

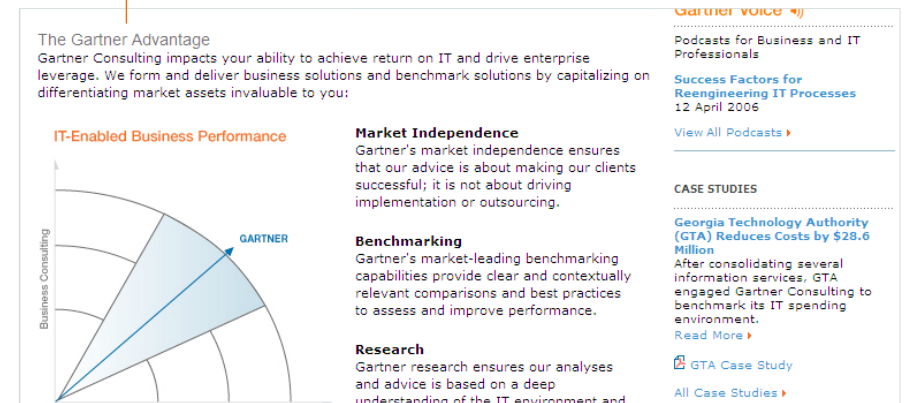
Helvetica Neue 75 Bold
10 points in all caps; Kerning: 25
Light blue, RGB: 142,204,215



Level 1: Section Page

Helvetica Neue 45 Light,
18 points in upper and lowercase
Dark gray, RGB: 102,102,102

Helvetica Neue 75 Bold
16 points in all caps; Kerning: 25
Dark gray, RGB: 102,102,102



Sub header style

Classic gartner.com

20 March 2008

Visual System for 800 x 600 Pixel Display

Spacing for all layouts with or without left or right rails



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Why Use Gartner Products & Services Analysts & Consultants Events About [Select a Gartner site](#)

Research Methodologies

15 | 14 | 20

Overview

Overview

- ▶ [Gartner Research Process](#)
- ▶ [Independence & Objectivity](#)
- ▶ [Methodologies](#)
- ▶ [Research Delivery](#)

Methodologies Brochure
Ombudsman Brochure

"The elements of research architecture simplify complex issues. They allow you to visualize them in a consistent manner and speed up the ability of the client to make a decision. Ultimately, that is what the client wants to do: They engage with Gartner to get advice and to make a decision."

Peter Sondergaard
Gartner

If we have a single, overriding goal at Gartner, it's to help our clients make the right decisions, with confidence. In the complex and always-changing world where business and information technology intersect, better decisions lead to more efficient operations. Money is saved. Risk is mitigated. Advantage is gained. We help our clients act with confidence to gain and keep advantage through technology.

To do that, we do research, which means understanding the entire field of information technology as broadly and deeply as we can. Our research is breathtakingly comprehensive, yet always in motion and relevant to the business needs of our clients.

As technology has become mission-critical and its complexity has grown, the need our clients have for a trusted independent...

Gartner Methodologies help you take advantage of changes in the IT landscape by enabling you to make better, more informed decisions.

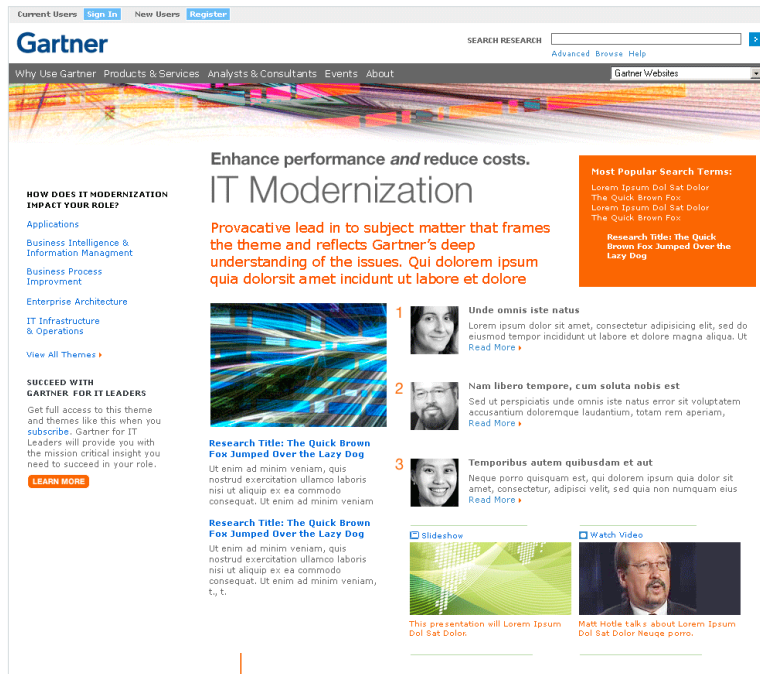
- ▶ [Hype Cycles](#)
- ▶ [Magic Quadrants](#)
- ▶ [MarketScopes](#)
- ▶ [Vendor Ratings](#)
- ▶ [Market Share](#)
- ▶ [Market Forecasts](#)

ANALYSTS & CONSULTANTS

- ▶ [Find analysts by name](#)
- ▶ [Find analysts by coverage area](#)

* All units depicted in pixels

Visual System for 1024 x 760 Pixel Display Design Exploratory Looking toward a new gartner.com



This sketch shows how a flexible four column structure can create a playful interface that not only adds visual interest but also highlights content in a compelling way.

As opportunities arise in 2008 and beyond we will move toward presenting “Classic gartner.com” in a higher resolution. Most gartner.com pages on the public-facing site currently employs a 766 pixel width optimized for a 800 x 600 pixel monitors. This was the standard a several years ago when the infrastructure of most of these pages was laid in place.

New pages on gartner.com will migrate toward the 990 pixel wide pages which are already employed across all Gartner product sites (Gartner for IT Leaders, Gartner for Business Leaders, Gartner for IT Executives, etc.)

Moving toward this new screen resolution opens up the opportunity to rethink the interface to make numerous improvements. Some of these have been explored during the recent design exploratory for the launch of the IT Budget Optimization Theme in March of 2008.

Overriding principals in looking at a new design:

Inspire, not just inform

See less, absorb more

Excite, entice, create a richer sensory experience

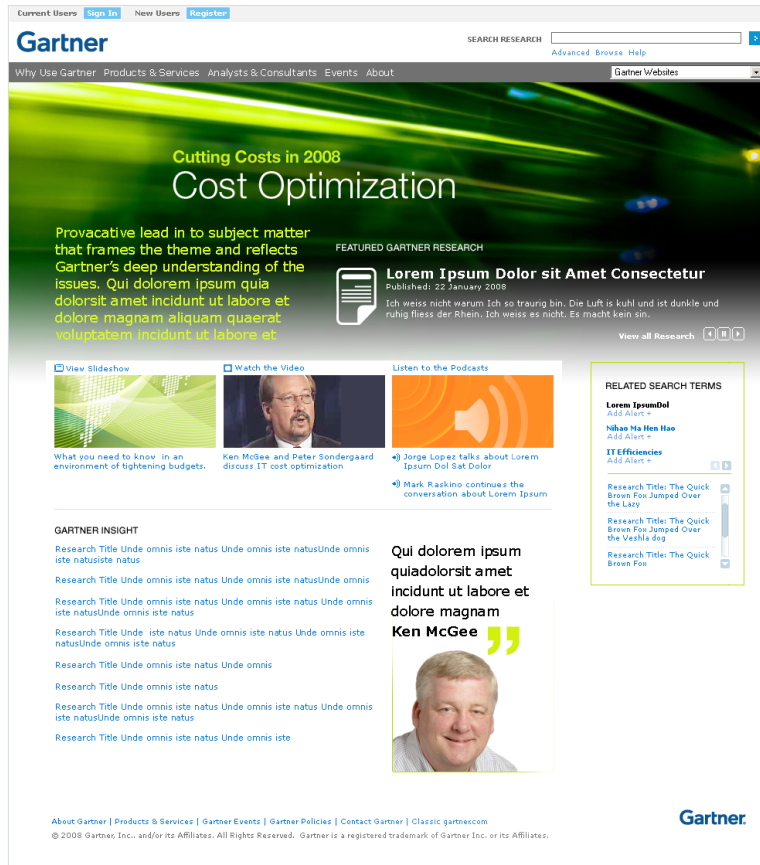
Positive, negative space balance

Openness

Flexible grid system

This is just the beginning. Please stay tuned for quarterly updates to this spec for the latest developments.

Visual System for 1024 x 760 Pixel Display
Design Exploratory
Looking toward a new gartner.com



Waking-Up Content

These examples explore a new three to four column format to creates an eclectic play of shapes and content types. Boldly treated headlines and a bounty of imagery help bring Gartner insight alive.

Visual System for 1024 x 760 displays Gartner Research Theme



Introduction frames the theme. Set in oversized type to draw you into the subject matter.

Main research document highlighted for extra emphasis

Condensed treatment of titles allows for a substantial amount of content without overwhelming the interface with a long list of documents.

Analyst quotes lend a more personal approach, revealing the people behind the insight.

Bold use of imagery and type brings you into subject matter in a more dramatic way.

Page header breaks out of rectangular format of previous classic look

Mix of video and audio interviews bring content alive

Enhancing stickiness through promoting related alerts

Proposed theme layout in 990 pixels maximizes today's higher-res screens.