gartner.com Styleguide
Analyst Photos

Gartner

ANALYST PHOTOS

17 April 2008

95x95px
Solid, blue stroke:hex=# d3dce1
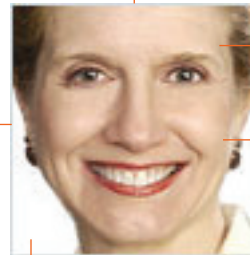
Color photo used to highlight and call attention to the analyst.

Face cropped close, the tight framing creates a modern, stylish effect.

Square shaped treatment;
Modular and compact shape fits into a multitude of layouts.

Solid, white background

54x54px

Square shaped treatment
Modular and compact shape fits into a multitude of layouts.

Black & white photo evokes a sophisticated yet understated look; used when we want the photo to have a recessive and non-distracting quality.

Solid, gray background
Hex=# dadddf

ANALYST PHOTOS

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The Four Standard Treatments for Analyst Photos

95x95px
Color
White background

76x83px
Black/white
Blue background

62x62px
Black/white
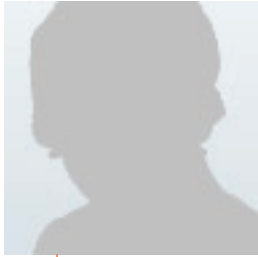Gray background

54x54px
Black/white
Gray background

Gartner analysts are presented in a simple and modern way across all client-facing websites. Currently there are four standard sizes that are used through-out Gartner for IT Leaders, Gartner for Business Leaders, Gartner for IT Executives (EXP), gartner.com and many more. How an analyst photo is treated depends on the context it will be in.

Having a standard set of treatments for the analyst photos is important for ensuring visual consistency through-out all products and easy maintenance. While it is important to have standards, it does not mean we are limited to this set of treatments. If there is need for special treatment of an analyst, liberties are taken to design a new style to meet such needs. All treated analyst photos are named by their employee ID number.

ANALYST PHOTOS

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Treatment for Analysts with No Photo
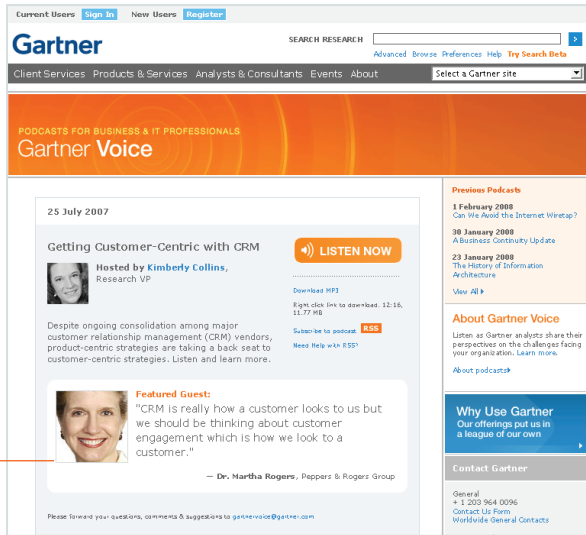
95x95px

76x83px

62x62px

54x54px

For analysts with no photo available we also have a "No Photo" treatment for each of the 4 sizes. An androgenous silhouette is used so both males and females are represented. The backgrounds are gradients in subtle shades of blues and grays that complement instead of ovewhelming the silhouette.

ANALYST PHOTOS

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Analyst Photos Gallery | 95x95px

95x95px

gartner.com
Gartner Voice

ANALYST PHOTOS

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Analyst Photos Gallery | 76x83px

Gartner for IT Leaders
Program & Portfolio Management

Gartner Industry Advisory
Banking & Investment Services

Gartner for IT Executives
Midsize Enterprise CIO

ANALYST PHOTOS

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Analyst Photos Gallery | 62x62px

Gartner for Business Leaders
Market & Competitive Intelligence

gartner.com
Industry: Education

Gartner for IT Leaders
IT Infrastructure & Operations

ANALYST PHOTOS

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Analyst Photos Gallery | 62x62px

Gartner for IT Leaders
Analyst Bio

Gartner for IT Leaders
My Analysts

ANALYST PHOTOS

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Analyst Photos Gallery | 54x54px
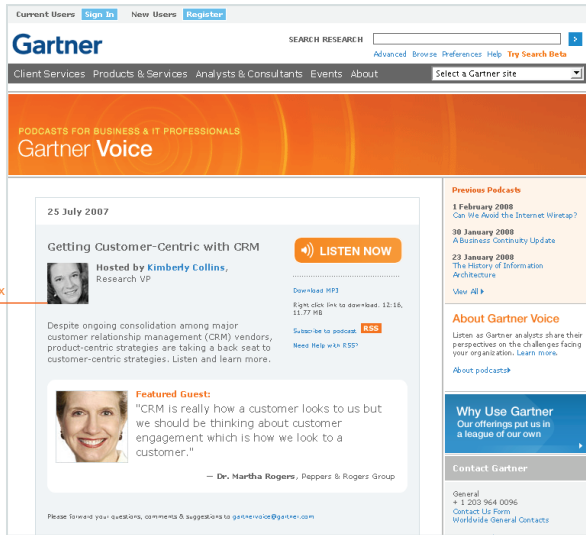
gartner.com
Gartner Voice

Gartner Executive Programs
CIO Signature

ANALYST PHOTOS

17 April 2008

Analyst Photos Gallery | No Photo

Gartner Industry Advisory Services
Energy & Utilities