

# Gartner.com Styleguide

## **Product Header**

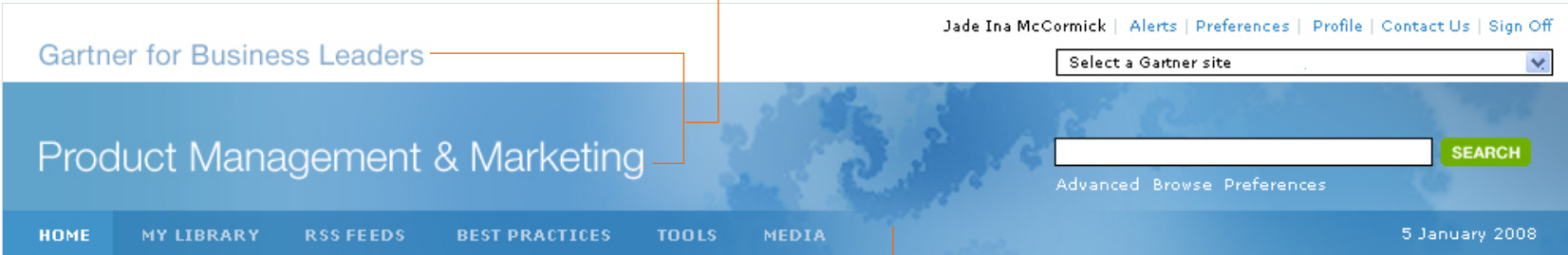
PRODUCT HEADER

18 March 2008

2008 Header

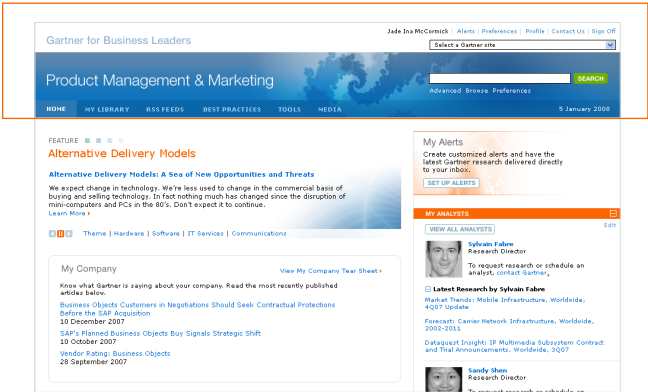
Simplified typographic treatment emphasizes the product line and the role name

Carefully positioned elements within the header enhances ease-of-use and provides a consistent client experience across Gartner websites.



Bolder imagery and richer colors add visual sophistication while enhancing the brand experience.

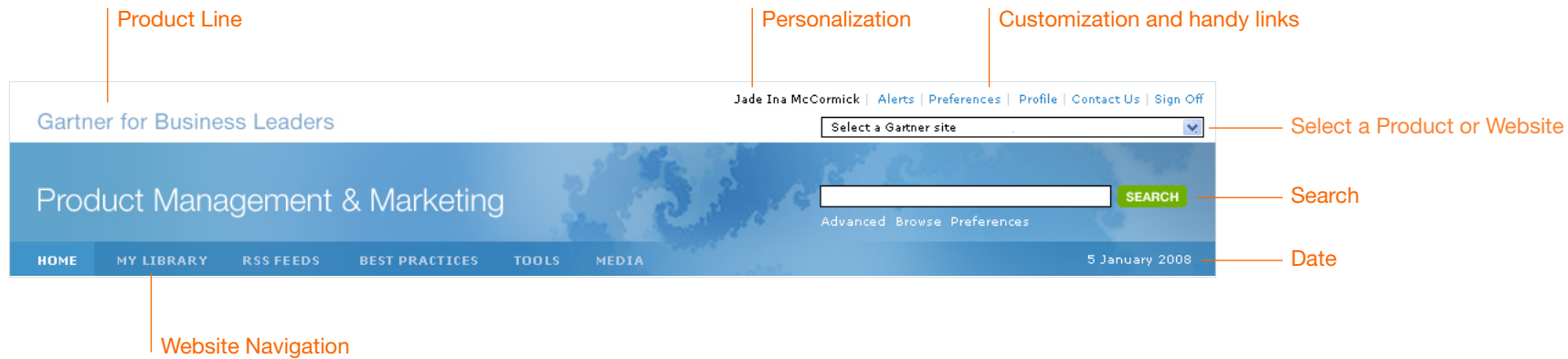
Shows header in context of the product website



# PRODUCT HEADER

18 March 2008

## Common Header Elements



This revised header establishes a common architecture and visual style across all Gartner Web Products. This creates a consistent experience for Gartner clients as well as design and production efficiencies.

This example shows a universal header and navigation schema that works across all products such as Gartner for IT Leaders, Gartner for Business Leaders, Gartner for IT Executives, Gartner Invest and Best Practice Council.

This new approach has already been applied to Gartner for IT Leaders 2.0 and Industry Advisory Services.

Our aim is to launch this new header system for PMM, MCI, Invests 2.0 and Best Practice Councils in an upcoming release.

### Note:

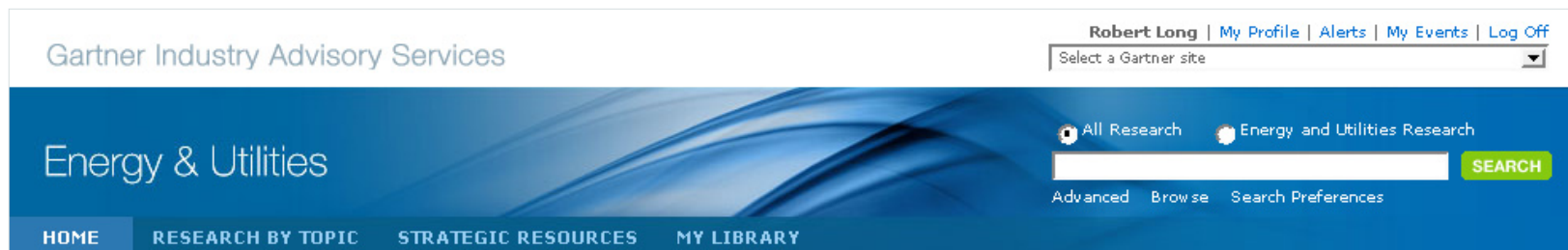
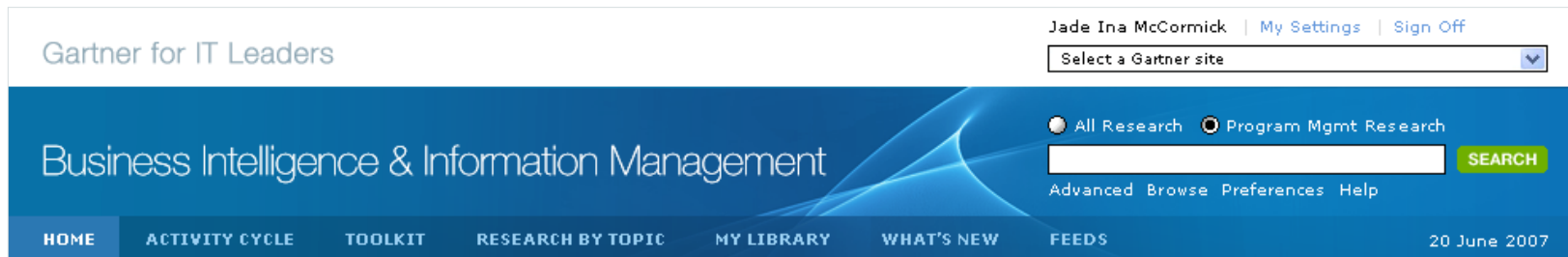
“Standardizing” the header does not mean that all the headers across all Gartner websites or products will look exactly the same. Unique styling in terms of color and imagery will be used to differentiate among products. Unique functionality will also be introduced as called for.

## PRODUCT HEADER

18 March 2008

Various Product Headers

Common Structure. Unique Imagery.



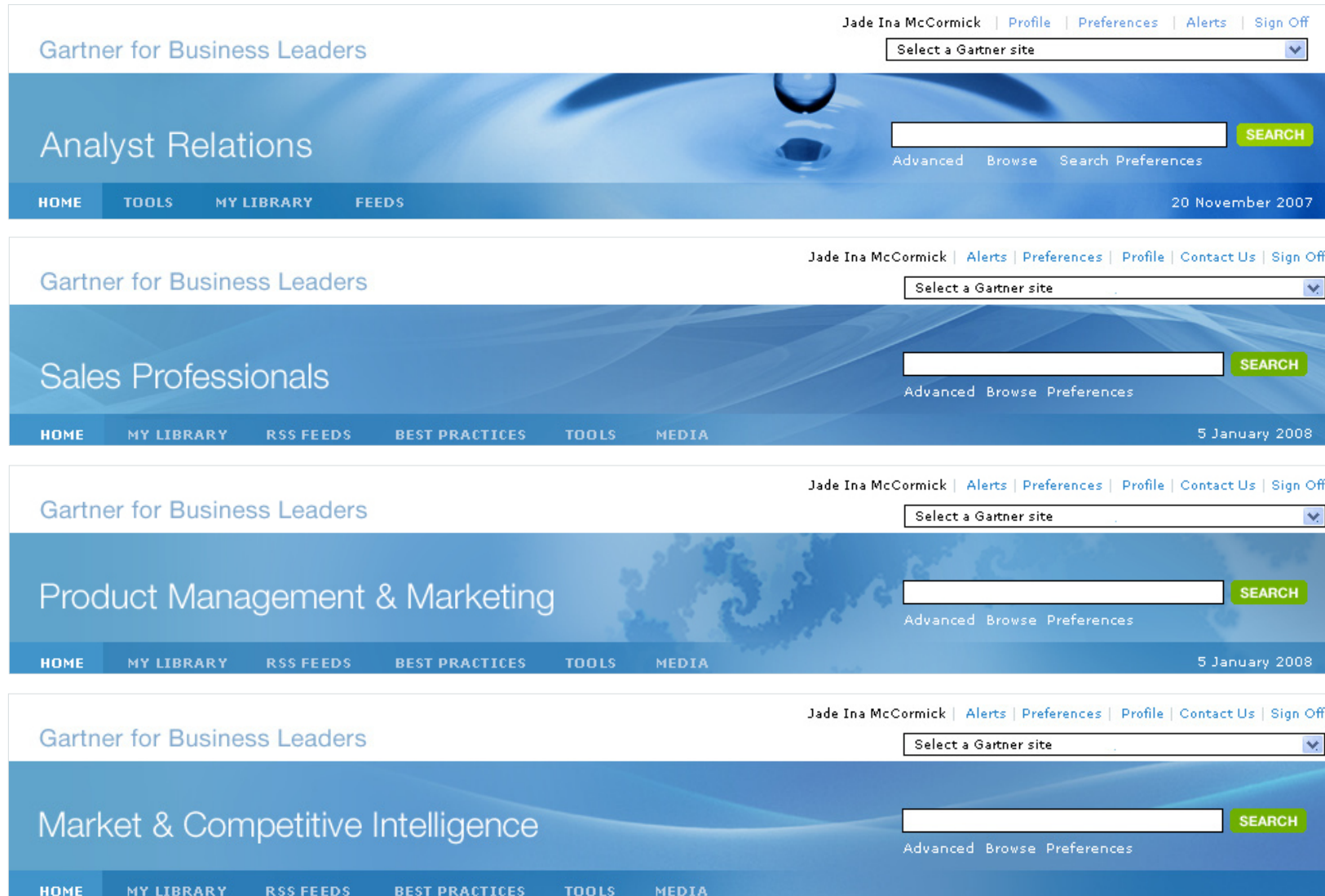
End User Programs

## PRODUCT HEADER

18 March 2008

Various Product Headers

Common Structure. Unique Imagery.



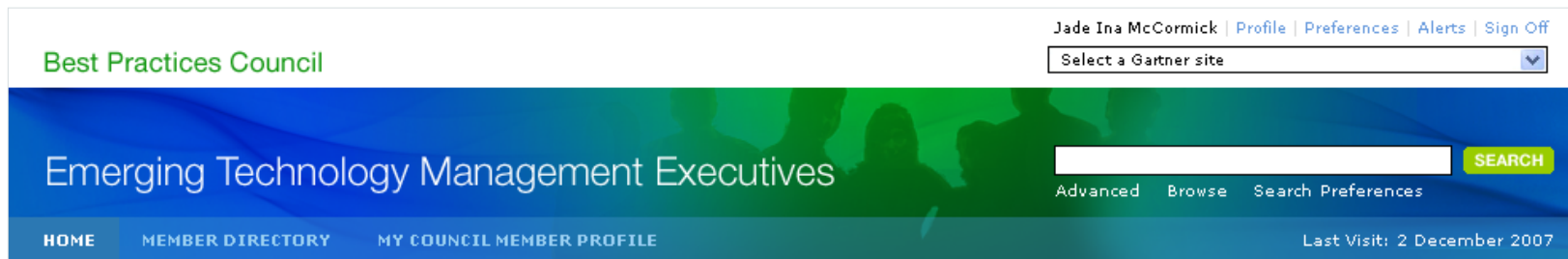
High-Tech Telecom Providers

## PRODUCT HEADER

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Various Product Headers

Common Structure. Unique Imagery.



Best Practice Council

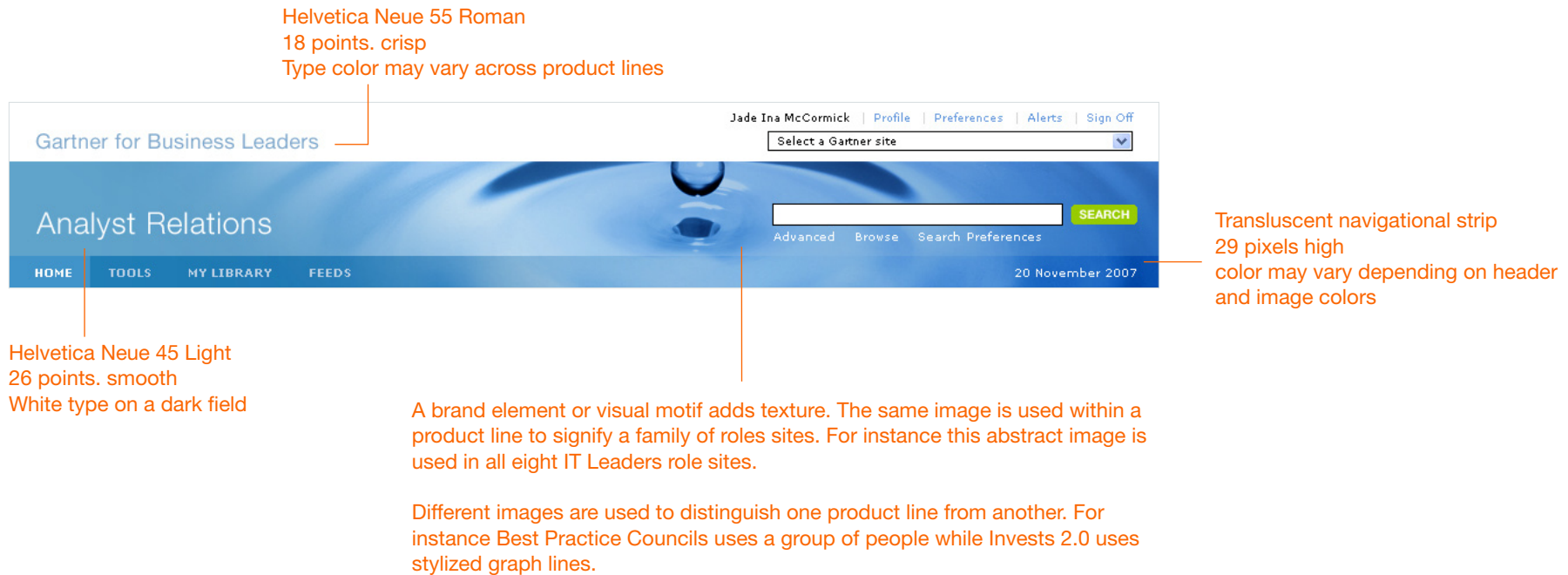


Gartner Invest

# PRODUCT HEADER

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## Graphic Type and Images

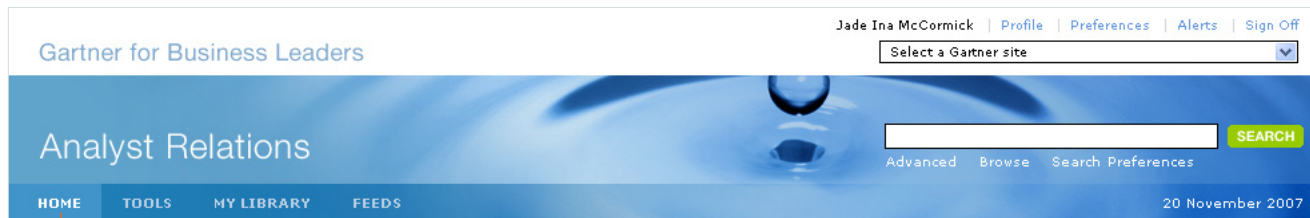


While most headers appear in various shades of blue to stay within the Gartner brand look and feel, subtle color shifts are employed to visually distinguish one product line from another. For instance the Gartner IT Executives header employs a very deep blue while Best Practice Council employs green hues to create distinct looks.

# PRODUCT HEADER

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## CSS Type



Nav bar links  
Verdana  
10 points  
All Caps, bold

All small type  
Verdana  
10 points, plain



# PRODUCT HEADER

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## CSS Color



Link color  
Hex=#3088cc

Nav bar button  
active state  
RGB=43, 120, 179  
Hex=#2b78b3

This button field changes to this "active state" color to indicate the selected section. It acts as visual reinforcement for the user to know where they are.

March 5, 2008

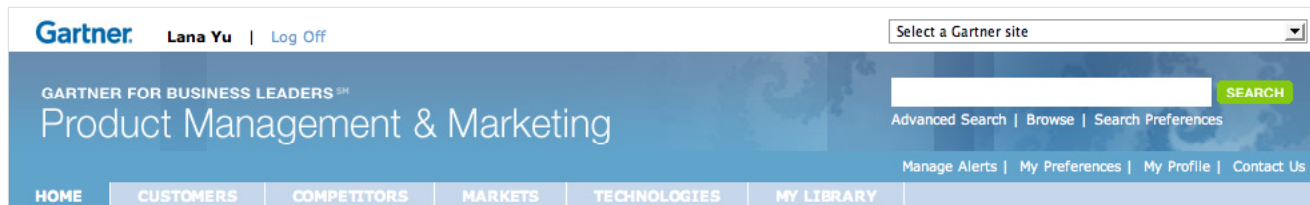
Note to CSS developer:

Please use the colors specified here for the various product headers. In the future we will need flexibility to adjust these colors if we change the color schema of individual headers. For this reason if one set of styles is being used for all headers please create a separate class within that style sheet for each product header. Having a separate class for each product header will allow us to create visual distinctions between product headers. This method will enable us to have a consolidated style sheet while preserving flexibility with color and style choices in future redesigns.

## PRODUCT HEADER

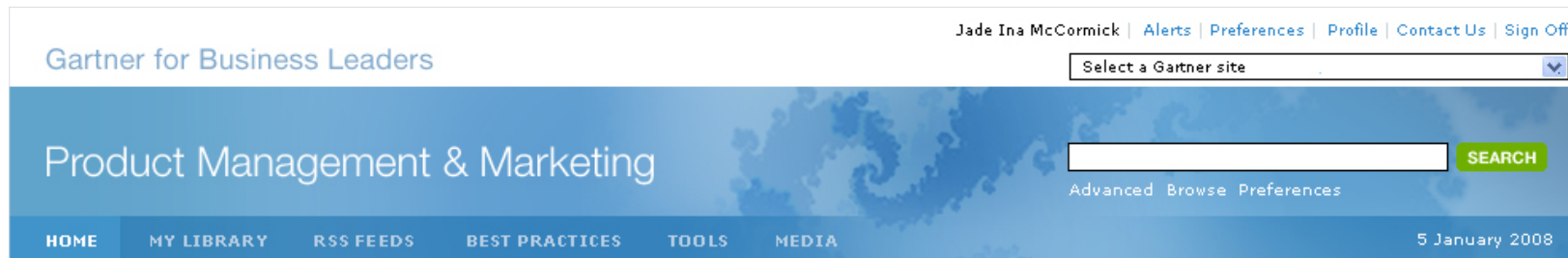
18 March 2008

Header Redesign: continuous improvement



Old/2007

Launched in 2007 with the initial release of this product.



New/2008

New header for 2008. Improved visual presentation clarifies product name, enhances ease-of-use and creates a stronger brand experience.