

# gartner.com Style Guide

## Typography

## Graphic Type

Main Header

Feature

Chart

The screenshot shows the Gartner Consulting website. The main header is a blue banner with the word "Consulting" in white. Below the header is a navigation bar with links: "Client Services", "Products & Services", "Analysts & Consultants", "About Gartner", and "Gartner Websites". The main content area is divided into several sections. The "Overview" section is highlighted with an orange box and labeled "Feature". It contains the text "Improve Business Process With Fact-based Consulting" and a list of three major outcomes. The "Financial Services" section is also highlighted with an orange box and labeled "Feature". It features a portrait of Berend de Jong, a Gartner Consultant, and the text "Financial Services". The "IT-Enabled Business Performance" section is highlighted with an orange box and labeled "Chart". It contains a line graph showing the relationship between "Business Consulting" and "Technology Consulting". The graph has a blue line labeled "GARTNER" that starts at the origin and curves upwards. The text "IT-Enabled Business Performance" is written above the graph. The "Market Independence" section is also highlighted with an orange box and labeled "Chart". It contains the text "Market Independence" and a description of Gartner's market independence. The "Benchmarking" section is also highlighted with an orange box and labeled "Chart". It contains the text "Benchmarking" and a description of Gartner's market-leading benchmarking capabilities. The "Research" section is also highlighted with an orange box and labeled "Chart". It contains the text "Research" and a description of Gartner's research ensuring analyses and advice is based on a deep understanding of the IT environment and the business of IT.

## The Use of Graphic Type

Like colors, images and the placement of elements on the page, typography also plays a key role in setting the tone of a user experience. Gartner's unique typographical look is expressed through various fonts from the Helvetica Neue font family. By setting key graphics in this font we can capture the spirit of the brand. Graphic type is used in the following cases:

Headers/Page signage

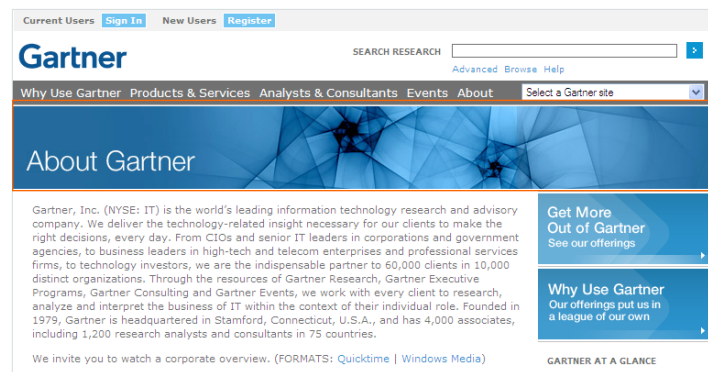
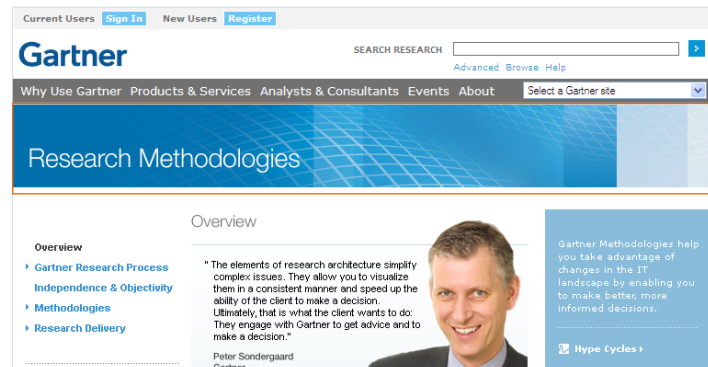
Buttons

Promos

Charts

Featured content

To keep pages fast-loading and to aid production, most text will need to be CSS-formatted type. Graphic type is used sparingly where we can achieve the most effect (i.e. header and feature areas) while not compromising load times and ease of production.

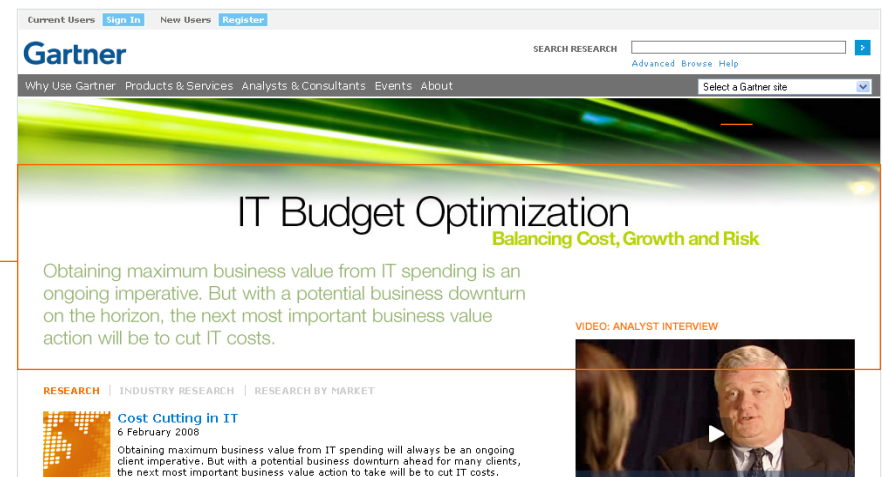


Classic gartner.com  
Section Headers

Theme Header



Product Header



# Typography

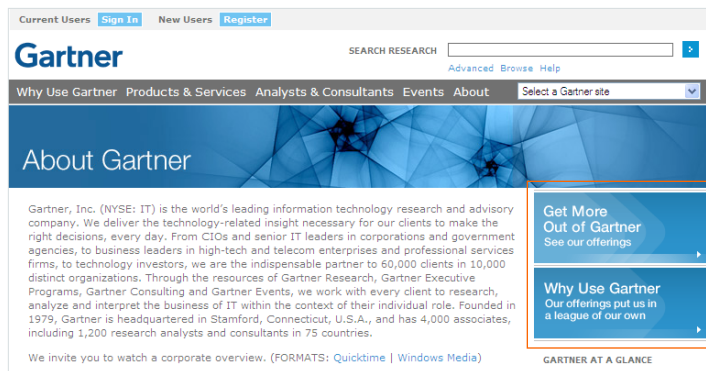
10 June 2008

## Graphic Type

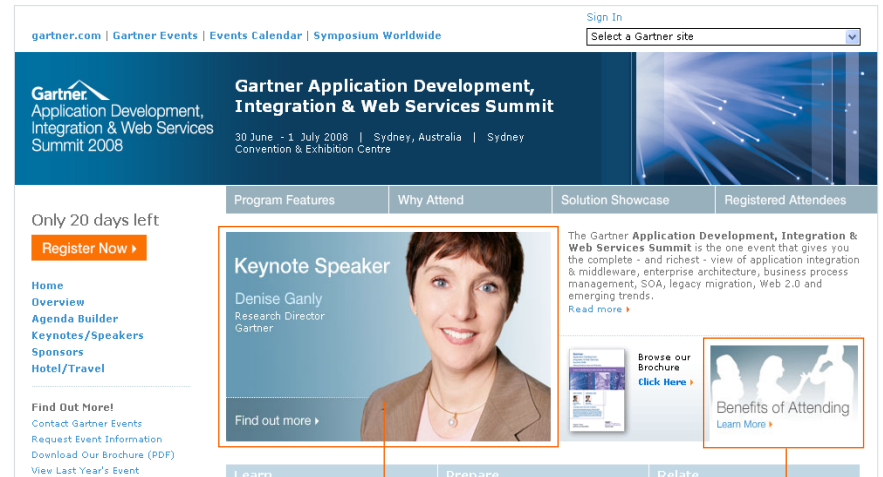
### Promos and Featured Content



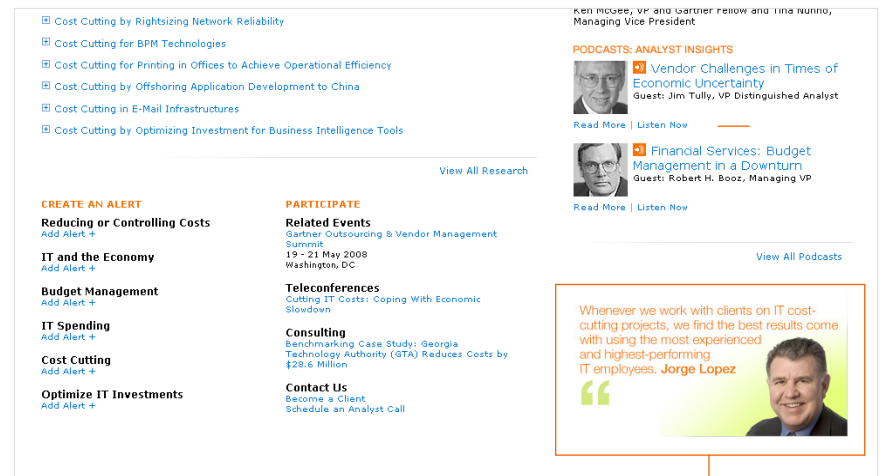
Classic gartner.com  
Center court promo



Classic gartner.com  
Right rail promos



Summit Event website promos and features



Theme feature

# Typography

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## Graphic Type

### Specs for Product Header

Helvetica Neue 55 Roman  
18 points. crisp  
Type color may vary across product lines



Helvetica Neue 45 Light  
26 points. smooth  
White type on a dark field



Product header in the context  
of the Web page

# Typography

10 June 2008

## Graphic Type

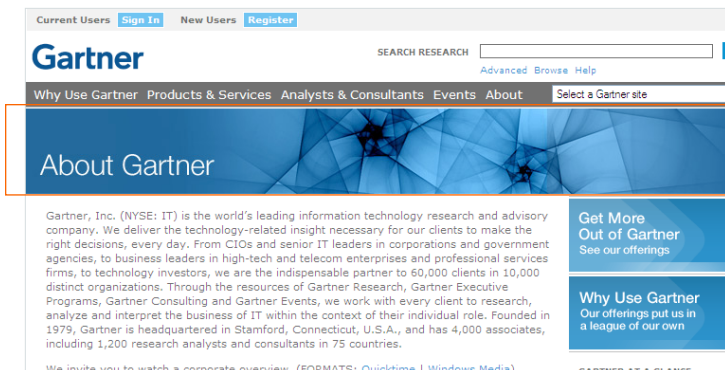
### Specs for Classic gartner.com

#### Style 1: One line of text

Please cross-reference the “Classic gartner.com” Style Guide, pages 18-19 for additional details about when to use style 1 or style 2 of the Classic gartner.com header. The header is determined by the structure of the section and the rest of the page signage.



Helvetica Neue 45 Light  
30 points. Smooth.  
White type on a dark field



Classic gartner.com header in  
the context of the Web page

## Graphic Type

### Specs for Classic gartner.com

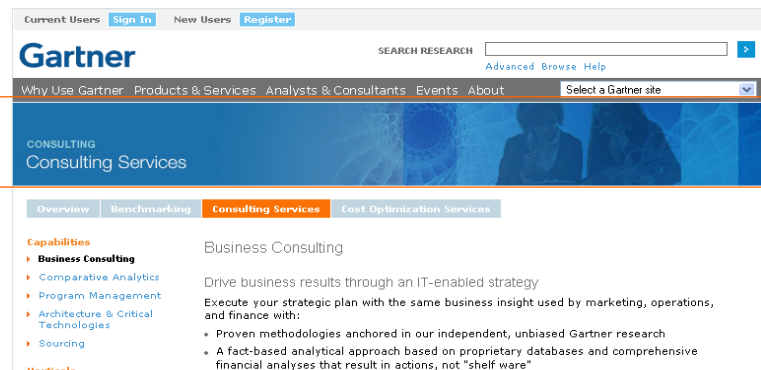
#### Style 2: Two lines of text

Please cross-reference the “Classic gartner.com” Style Guide, pages 18-19 for additional details about when to use style 1 or style 2 of the Classic gartner.com header. The header is determined by the structure of the section and the rest of the page signage.



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

Helvetica Neue 45 Light  
19 points  
Upper and lowercase  
Kerning: 5. Smooth.  
White type on a dark field



Classic gartner.com header in the context of the Web page

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 45 Light (For largest headers)  
26 points

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 65 Medium  
18 points

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 55 Roman  
18 points

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 75 Bold  
10 points

## Recommended Fonts for Web/Screen:

Helvetica Neue 45 Light (For largest headers)

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

## Use Sparingly:

Helvetica Neue 75 Bold (use minimally)

## Avoid:

Helvetica Neue 85 Heavy

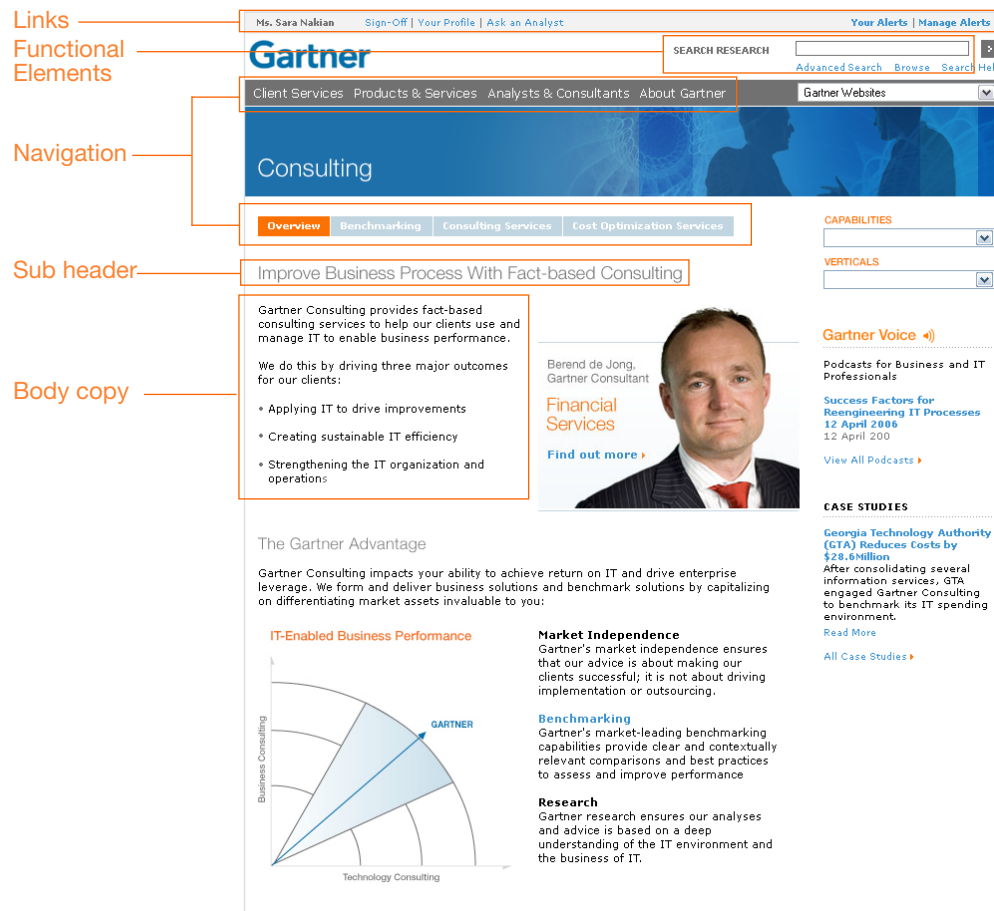
Italic or oblique type

Extended type

Lighter faces from the Helvetica Neue family work best in relatively large sizes on screen. Heavier faces may appear overly heavy and should be used sparingly. Avoid italic which breaks the flow of type. For longer header names opt for upper and lower case over all caps.



## CSS-formatted Type



## The Use of CSS-formatted Type

CSS-formatted text is used for most of the copy on the page, including:

Body copy  
Sub headers  
Links  
Global and local navigation  
Functional elements

CSS-formatted text enables easy edits and fast download times.

# Typography

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## CSS-formatted Type Body Copy



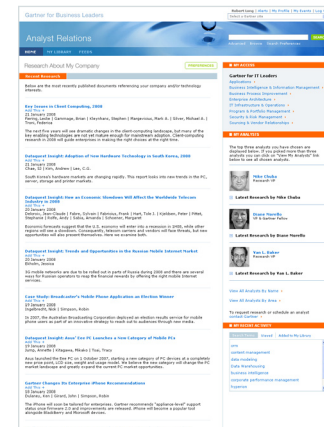
Gartner.com



Gartner for IT Leaders



Gartner for IT Executives



Gartner for Business Leaders  
Analyst Relations



Gartner for Business Leaders  
Sales Professionals

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.

Font-family: Verdana, Arial, Helvetica, San-serif  
Font-size: 11pt  
Line-height: 14pt  
Color: Black (#000000)

To ensure the greatest legibility, balance and elegance in text rich main areas the relationship between the font size and leading (line-height) shall be 11/14pts. The fixed typeface is Verdana, black on white.

All Gartner sites should employ Verdana as the default font for most HTML text. Verdana has an unusually large x-height and broad body, making it the clearest of the Web-safe font set for small text.

Arial is closer in appearance to the Gartner corporate font (Helvetica Neue) and although it is typographically suspect at smaller sizes it can be used for header text 12px or greater.