

# Critical Capabilities Graphic: Banner Parameters

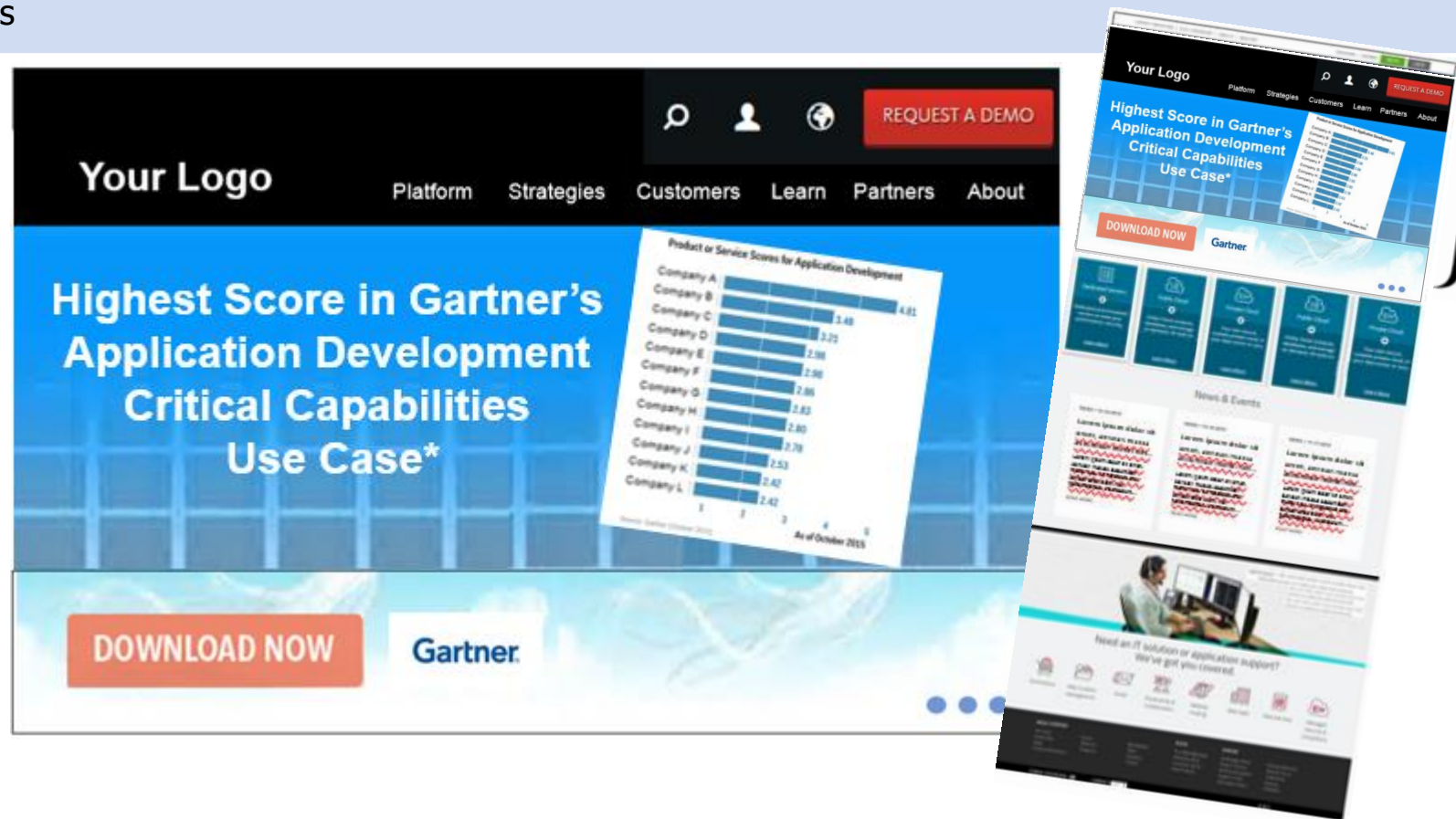
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- Why is the only place on our homepage that we are allowed to place a Critical Capabilities (CC) graphic in a banner?
  - This rule is designed so that Gartner's CC graphics do not exceed (in size) 30% of the overall website homepage real estate.
    - The Gartner CC graphic is supported by the report analysis and may be used to attract readers to click through to the full licensed report. It is not meant to dominate a home page.
- Why do we have to show the entire bar chart?
  - This rule is designed to ensure the reader gets the full picture.
  - Obscuring or omitting competitor scores and names from the chart may imply that Gartner somehow favors these providers over others in the graphic.

# Example 1: What is allowed

In this homepage banner:

- 1) the CC graphic is displayed in its entirety within the banner; it does not dominate the overall homepage design
- 2) a "Download Now" button links to the licensed reprint (required)
- 3) the Gartner logo has appropriate spacing and is in secondary position to the technology provider's, following our branding guidelines

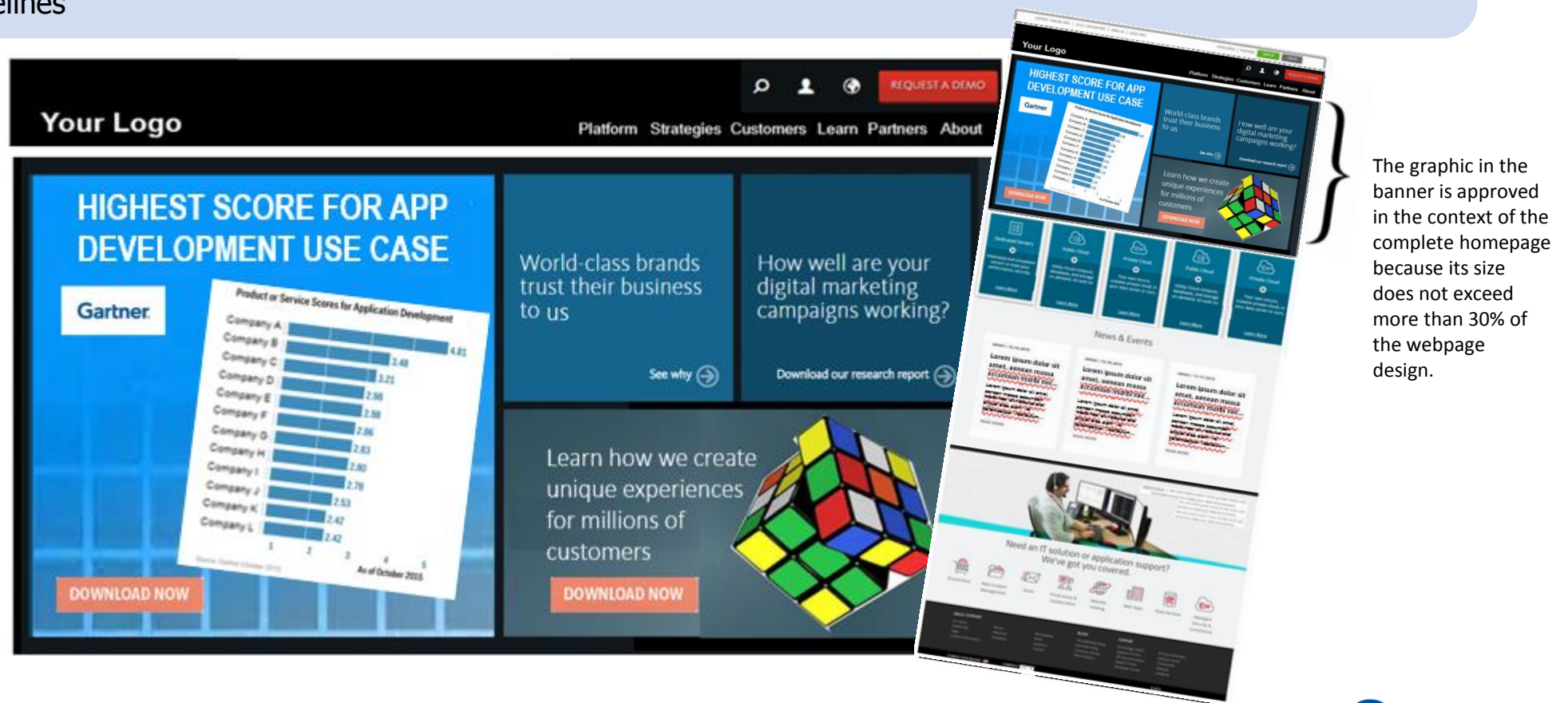


The graphic in the banner is approved in the context of the complete homepage because its size does not exceed more than 30% of the webpage design.

# Example 2: What is allowed

In this homepage banner:

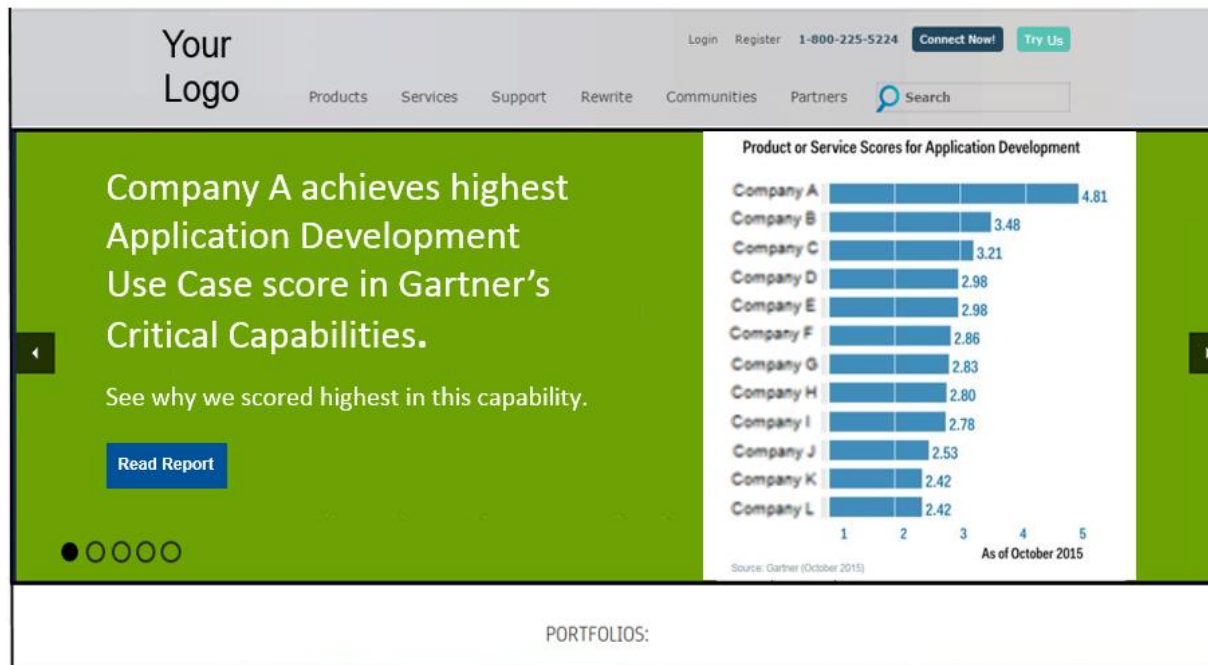
- 1) the CC graphic is displayed in its entirety within the banner; it does not dominate the overall homepage design
- 2) a “Download Now” button links to the licensed reprint (required)
- 3) the Gartner logo has appropriate spacing and is in secondary position to the technology provider’s, following our branding guidelines



# Example 3: What is allowed

In this homepage banner:

- 1) the CC graphic is displayed in its entirety within the banner; it does not dominate the overall homepage design.
- 2) a "Read Report" button links to the registration page to gain access to the reprint (required)
- 3) the placement statement includes retrospective wording, indicating that the technology provider was also a leader in the previous report





# Example 4: What is not allowed

In this homepage banner:

- 1) the CC graphic displays the Leaders quadrant only; all other quadrants have been obscured from view
- 2) the Gartner logo has been superimposed on the CC graphic, is considerably larger than the technology provider's logo in the menu bar, and does not incorporate the required white space that would align with the our branding guidelines.
- 3) "Download Now" links to the registration page to gain access to the reprint (required)

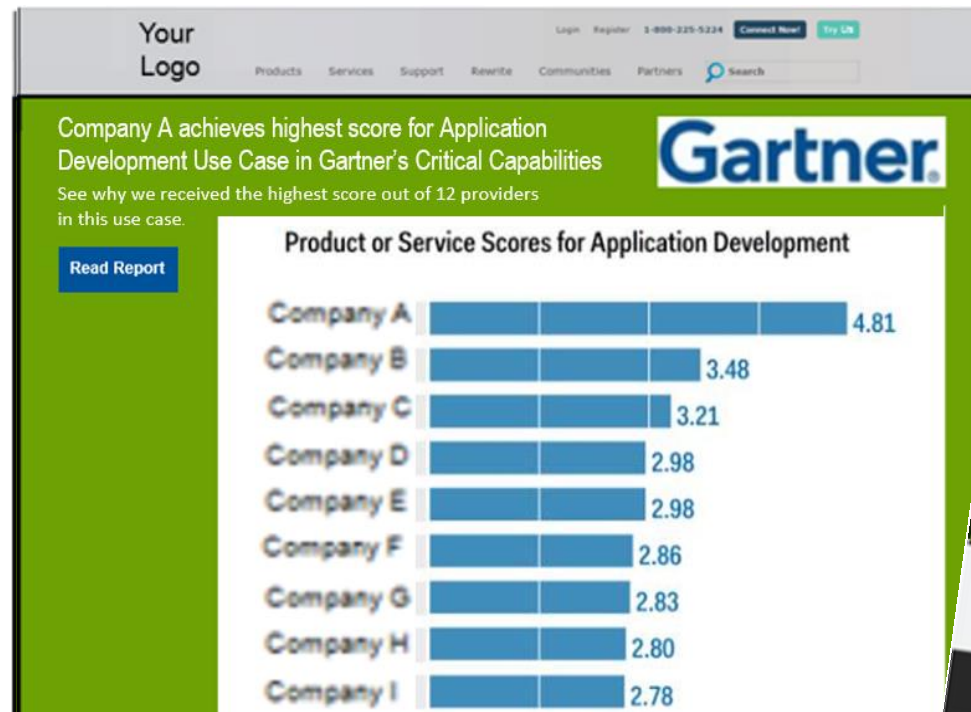


Declined banner in the context of the full homepage because the graphic is partially obscured.

# Example 5: What is not allowed

In this homepage:

- 1) the CC graphic size does not exceed 30% of the overall homepage design; it is not included in a banner as required
- 2) a "Read Report" button linking to the licensed reprint is not included; this is a policy requirement
- 3) the Gartner logo is larger than the technology provider's and does not include the white space specified in our branding guidelines

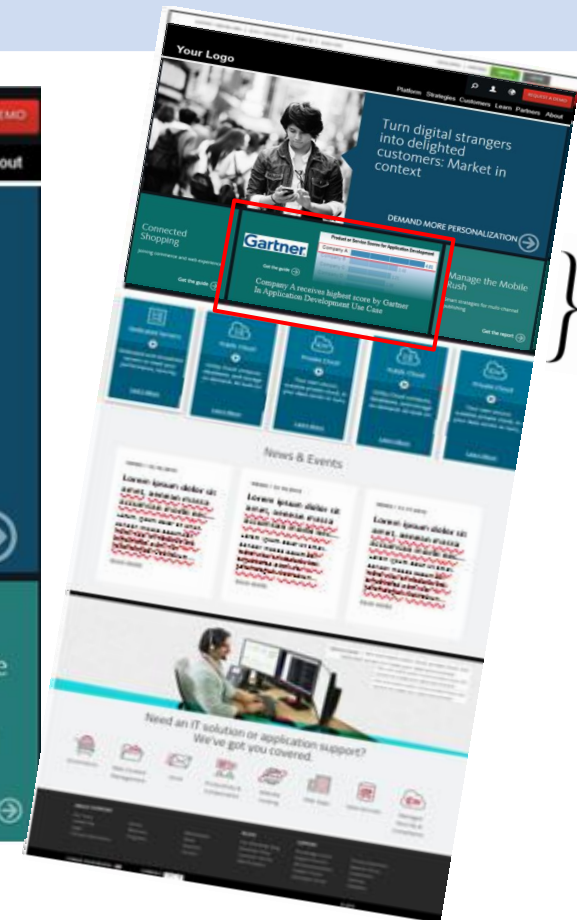
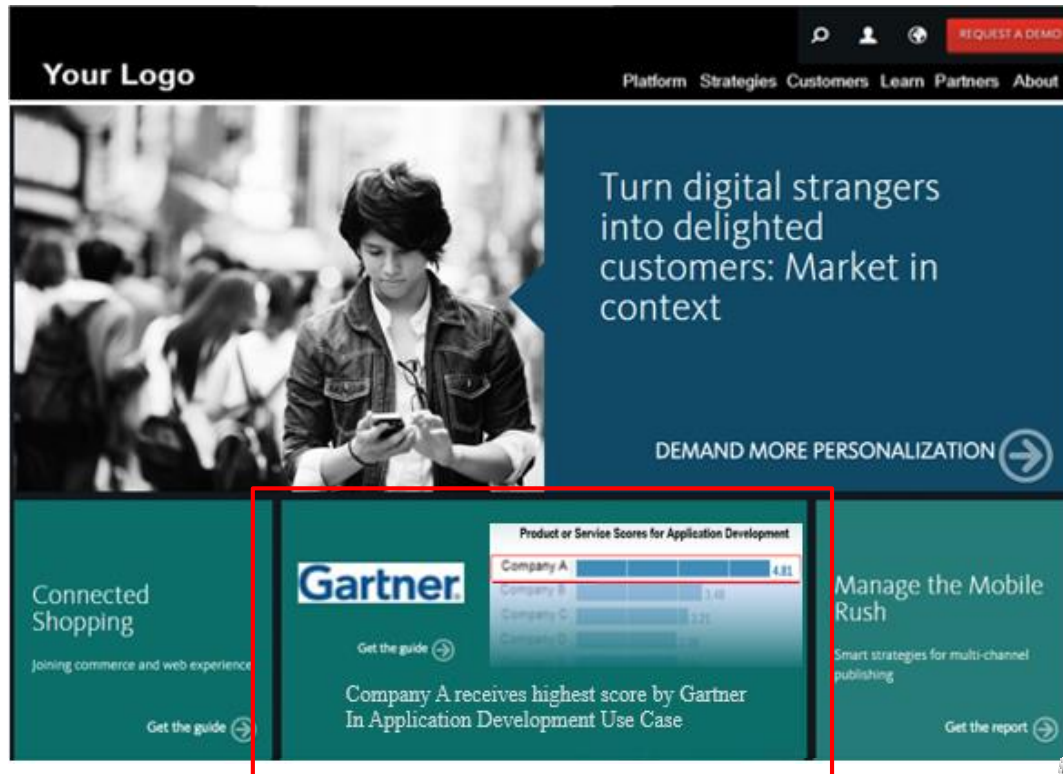


Declined banner in the context of the full homepage as the graphic makes over 30% of the complete webpage design.

# Example 6: What is not allowed

In this homepage banner:

- 1) the CC graphic is incomplete and partially obscured; several of the technology providers' names and bars are unreadable
- 2) a red box has been overlaid on the graphic to highlight the provider's bar; no alterations are allowed
- 3) the Gartner logo does not include the appropriate white spacing and is larger than the technology provider's



Declined banner in the context of the full homepage because the graphic is partially obscured.