

# Magic Quadrant Graphic: Banner Parameters

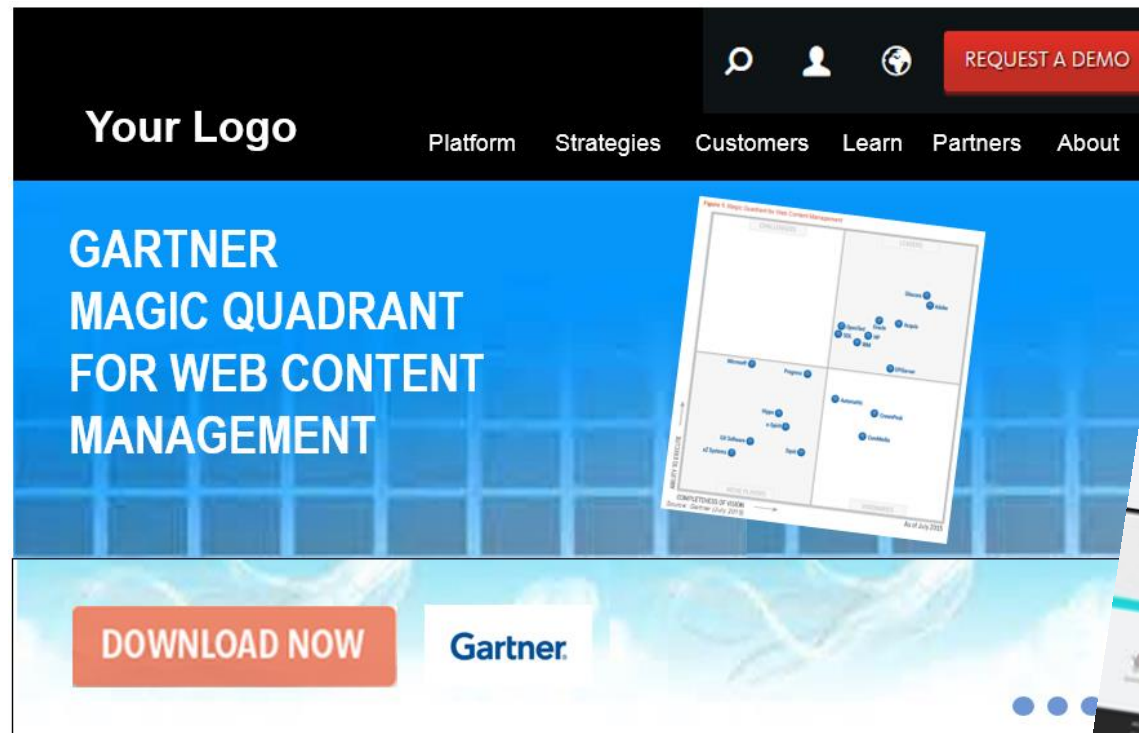
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- Why is the only place on our homepage that we are allowed to place an MQ graphic in a banner?
  - This rule is designed so that Gartner's MQ graphics do not exceed (in size) 30% of the overall website homepage real estate.
    - The Gartner MQ graphic 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 can't we show just the quadrant in which we've been placed?
  - This rule is designed to ensure the reader gets the full picture.
  - Obscuring or omitting competitor dots and names from the MQ may imply that Gartner somehow favors these providers over others in the graphic.

# Example 1: What is allowed

In this homepage banner:

- 1) the MQ 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:

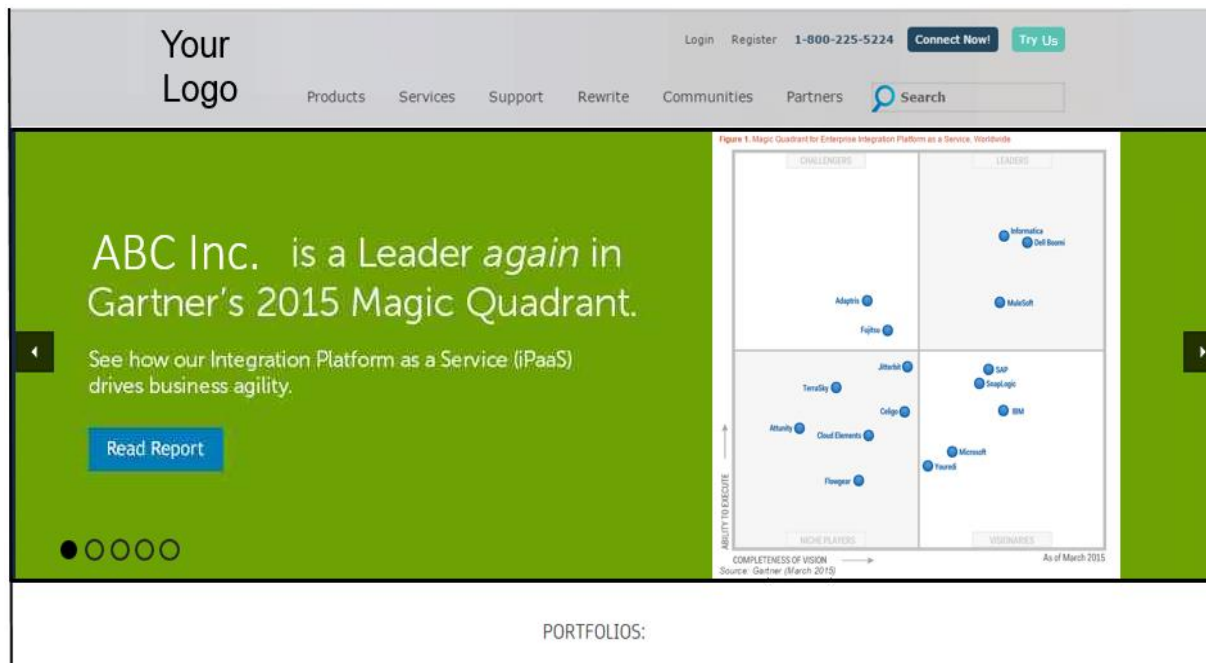
- 1) the MQ graphic is displayed in its entirety within the banner; it does not dominate the overall homepage design
- 2) a "Download Now" button links to the licensed reprint (required)
- 3) the Gartner logo has appropriate spacing and is in secondary position to the technology provider's, following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

In this homepage banner:

- 1) the MQ 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



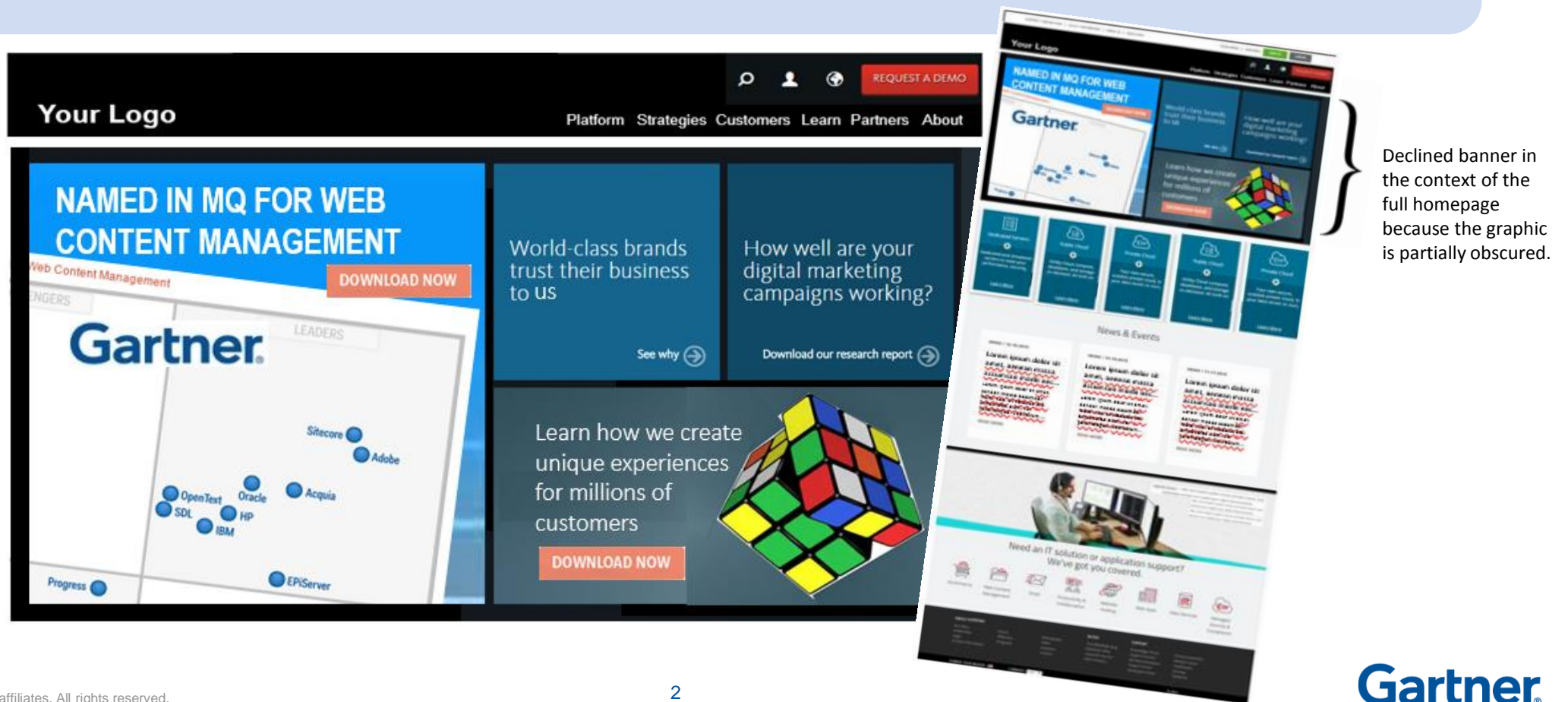
The graphic in the banner is approved in the context of the complete homepage because its size does not exceed more than 30% of the webpage design.



# Example 4: What is not allowed

In this homepage banner:

- 1) the MQ graphic displays the Leaders quadrant only; all other quadrants have been obscured from view
- 2) the Gartner logo has been superimposed on the MQ 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.



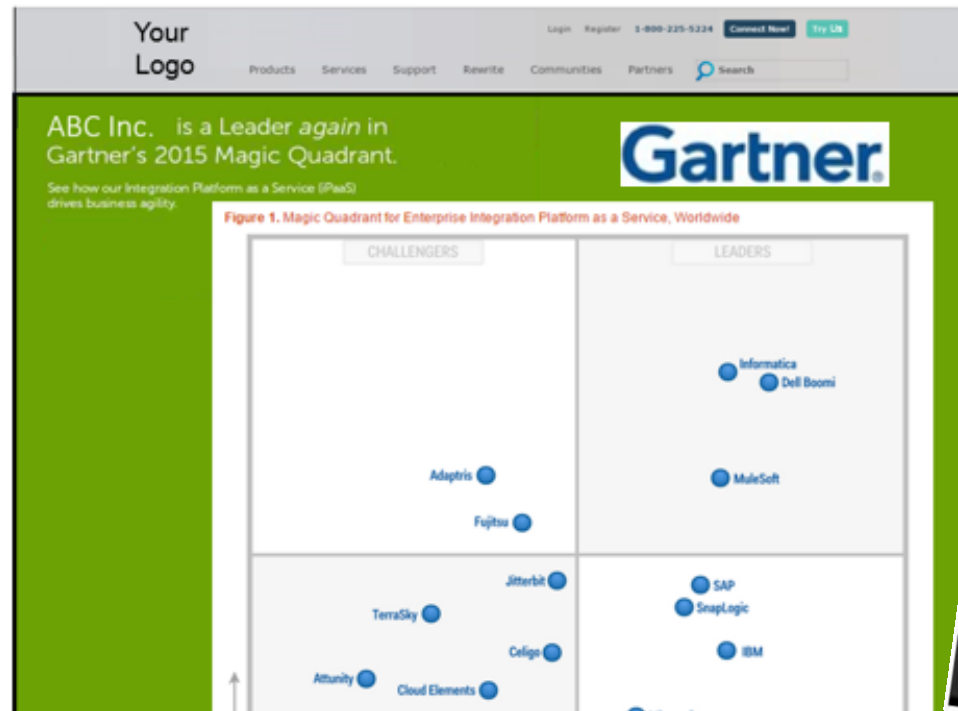
The image shows a screenshot of a Gartner homepage banner. The banner is divided into several sections. On the left, there is a blue header with the text "NAMED IN MQ FOR WEB CONTENT MANAGEMENT" and a "DOWNLOAD NOW" button. Below this is a Gartner Magic Quadrant (MQ) graphic for Web Content Management. The graphic shows a grid with "LEADERS" in the top-right quadrant. The Gartner logo is prominently displayed in the top-left corner of the MQ graphic. To the right of the MQ graphic, there are two columns of text. The first column says "World-class brands trust their business to us" with a "See why" link. The second column says "How well are your digital marketing campaigns working?" with a "Download our research report" link. Below these columns is a large Rubik's cube graphic and the text "Learn how we create unique experiences for millions of customers" with a "DOWNLOAD NOW" button. On the right side of the banner, there is a "Your Logo" placeholder and a "REQUEST A DEMO" button. A callout box on the right side of the banner points to a smaller, tilted version of the banner, indicating that the graphic is partially obscured in the full homepage context.

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 MQ graphic size does not exceed 30% of the overall homepage design; it is not included in a banner as required
- 2) a "Download Now" 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

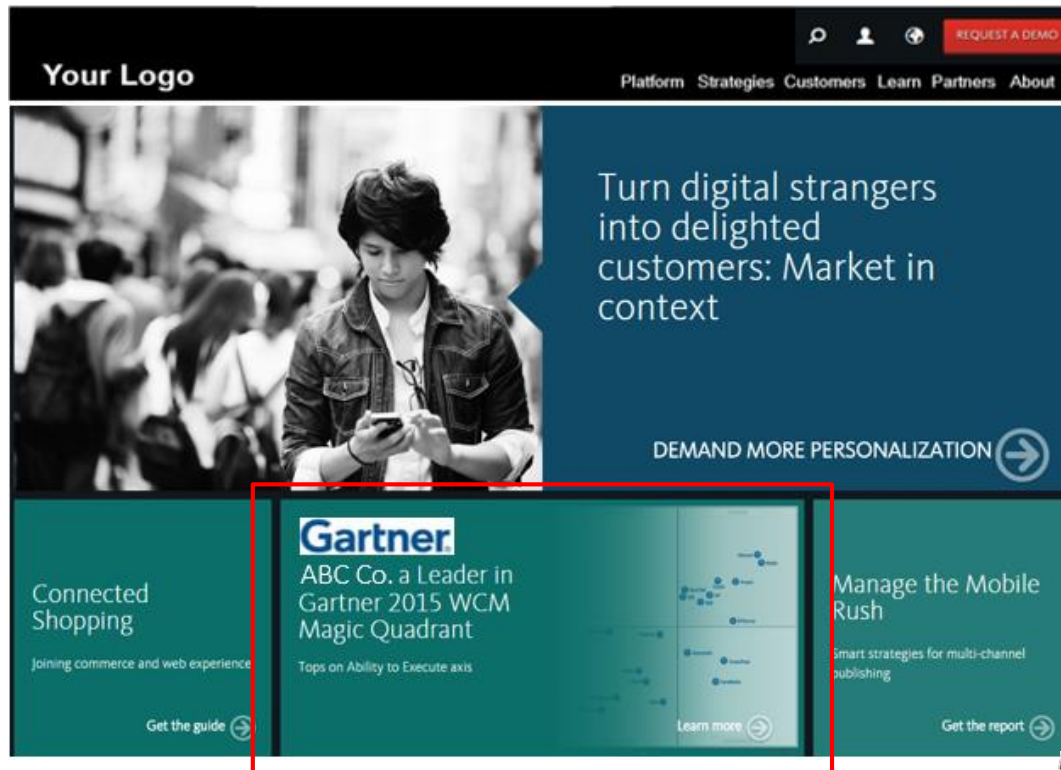


Declined banner in the context of the full homepage as the graphic makes over 30% of the complete webpage design.

# Example 6: What is not allowed

In this homepage banner:

- 1) the MQ graphic is partially obscured; several of the technology providers' names and dots are unreadable
- 2) "Tops on Ability to Execute axis" implies a stack ranking; instead, we would allow "Highest on the Ability to Execute axis"
- 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.