Magic Quadrant Graphic: Banner Parameters

• 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 homepage.

• 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.
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 our branding guidelines.

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 in 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
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