JLL.com content guide

Version 1.6 | Last updated by DigitasLBi 05-04-2018

JLL

Introduction

Welcome to the new JLL.com

The JLL.com Content Guide is a reference document for content creators and editors. It aspires to answer content creation and usage questions, as well as to serve as a primer for building a web page using components.

In partnership with JLL brand guidelines, this guide helps to establish and maintain a universal approach to website content for JLL.com.

Together, these documents will enable writers and designers to implement component-based web pages. After launch, it may be used as a quick reference guide to understand how to create additional web pages and experiences on JLL.com.

Page layouts

Page layouts

These are the Page Layouts available in the new JLL.com content management system (CMS). Pages listed as "Template" may not be available to some content authors in the CMS (depending on the privileges of the author).

Current available Page Layouts:

L001 Home
L002 Find space
L003 Deliver projects
L004 Manage property & portfolio
L005 Invest in real estate
L006 Trends & insights landing
L007 Careers
L008 About us
L009 Contact us Landing (Template)
L010 Locations
L011 Industry (Parent)
L012 Industry (Child)
L013 Trends & insights category
L014 Content Detail - Article
L014 Content Detail - Case Study
L014 Content Detail - Press Release

L014 Content Detail - Research Report
L015 Employee Profile
L016 City Detail
L017 Search Results (Template)
L018 Site Map (Template)
L019 Campaigns - Feature
L019 Campaigns - Hub
L019 Campaigns - Conversion
L020 Sub-needs Landing
L021 People Finder (Template)
L023 Newsroom
L025 Team Page
L026 Generic Detail Page (Benefits page example)
L027 Properties

H001

C002

C001

C008

C007

Not Shown
F001
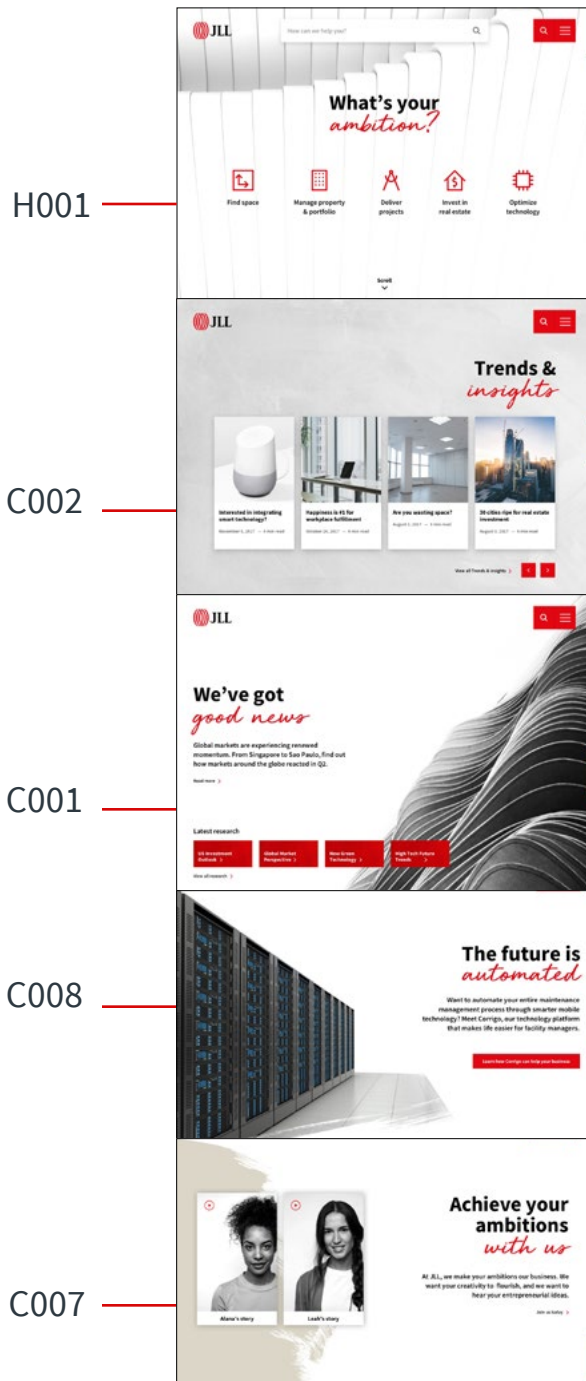
L001 Home

Purpose/Goal of Page:

Provide an introduction to important site offerings with eye-catching design, provocative and friendly headlines and easy-to-use navigation that allows the user to find out more about JLL, read articles, reports, testimonials, and case studies, and connect with the company via a prominently featured contact form. Each section on the page has a CTA to inspire users to go further in their explorations of the site. Each region may identify content appropriate to its markets, but the home page hero is governed globally and updates should be coordinated by global marketing leads.

Rationale:

Elevate brand perception while helping users learn about JLL by anticipating client business needs. CRE articles, reports, and case studies provide supporting evidence that JLL is a worthy business partner.

Available Components:

H001 - Home Page Hero

C002 - Content Strip 1 (Manual)

C001 - Intro Content

C006 - Video Player

C008 - Featured Banner

C007 - Video Tiles

F001 - Generic Form

Calls to Action:

View article(s)

View research report(s)

View case study

Join us today

JLL

Achieve ambitions

Scroll

JLL

What's your *ambition?*

↳ Find space

▦ Manage property & portfolio

Ⓐ Deliver projects

$ Invest in real estate

▥ Transform with technology

Scroll

We've got *good news*

Global markets are experiencing renewed momentum. From Singapore to Sao Paulo, find out how markets around the globe reacted in Q2.

Read more ›

Latest project insights

US Investment Outlook ›

Global Mark Perspective

View all research ›

Trends & *insights*

Interested in integrating smart technology?

November 5, 2017 — 4 min read

View all Trends & insights ›

Achieve your ambitions *with us*

At JLL, we make your ambitions our business. We want your creativity to flourish, and we want to hear your entrepreneurial ideas.

Join us today ›

▶ Alana's Story

▶ Leah's Story

Let's stay *in touch*

First Name

Last Name

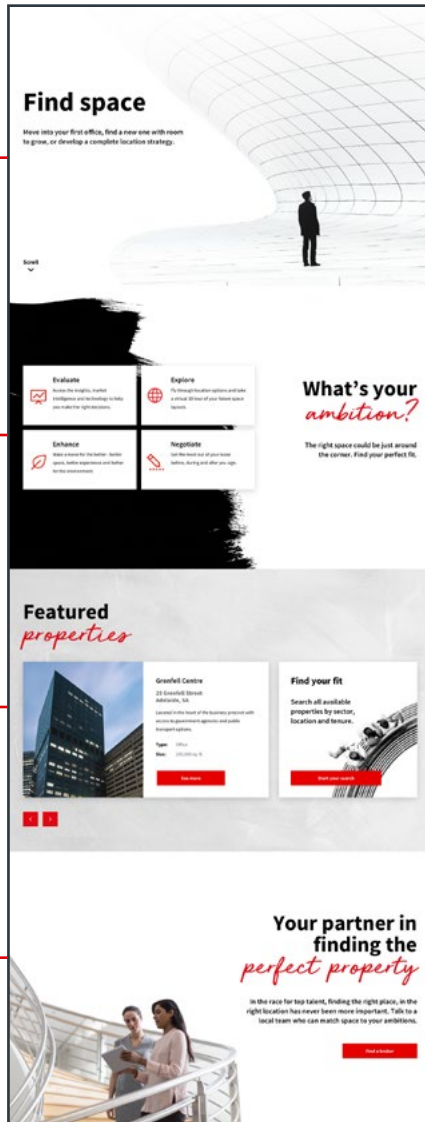Email

Leave a comment

Contact us

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C001

Important Note: the brushstroke for Needs pages should now be oncrete gray, not black. See image guidelines for more details.
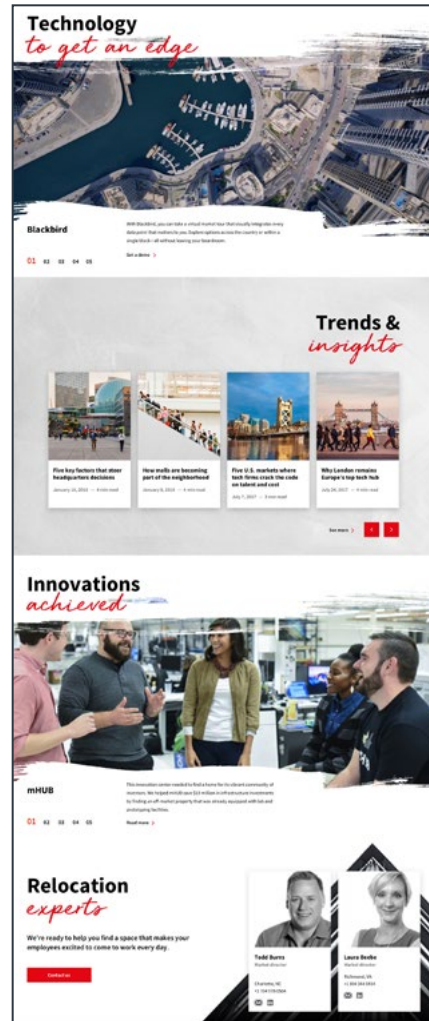
NAV001

C015

C008

C005

C002

C005

C008

L002 - Find space

Purpose/Goal of Pages:

To explain and introduce JLL's unique full-service real estate model through a user-centric lens. These layouts apply to the Find space (L002), Deliver projects (L003), Manage property & portfolio (L004), Invest in real estate (L005), and Transform with technology landing pages. Each page should provide a brief explanation of how JLL can meet a customer's key needs, showcase JLL's expertise and experience, and provide opportunity to connect with the right employees. After seeing content on these pages, customers should feel confident that JLL has the solutions to meet their needs or will have a desire to explore the site further. Each region may order the components in an order that best serves its markets.

Rationale:

To introduce JLL as a partner by showing examples of how they help customers solve commercial real estate challenges.

Available Components:

C001 - Intro Content/Needs Hero (used on all)

C002- Content Strip 1 / Featured Deals

NAV001 - Sub-needs Navigation

C004 - Carousel 1 (w/ or w/o video)

C005 - Carousel 2 (w/ or w/o ambient video)

C008 - CTA Banner with Employee Tiles

C008 - CTA Banner

C012 - Content Mosaic (used under the C001 for APAC)

C015 - Featured Properties

Calls to Action:

Read more

10

C001

NAV001

C005

C004

C012

C008

L003 - Deliver projects

Purpose/Goal of Pages:

To explain and introduce JLL's unique full-service real estate model through a user-centric lens. These layouts apply to the Find space (L002), Deliver projects (L003), Manage property & portfolio (L004), Invest in real estate (L005), and Transform with technology landing pages. Each page should provide a brief explanation of how JLL can meet a customer's key needs, showcase JLL's expertise and experience, and provide opportunity to connect with the right employees. After seeing content on these pages, customers should feel confident that JLL has the solutions to meet their needs or will have a desire to explore the site further. Each region may order the components in an order that best serves its markets.

Rationale:

To introduce JLL as a partner by showing examples of how they help customers solve commercial real estate challenges.

Available Components:

C001 - Intro Content/Needs Hero (used on all)

C002--Content Strip 1 / Featured Deals

NAV001 - Sub-needs Navigation

C004 - Carousel 1 (w/ or w/o video)

C005 - Carousel 2 (w/ or w/o ambient video)

C008 - CTA Banner with Employee Tiles

C008 - CTA Banner

C012 - Content Mosaic (used under the C001 for APAC)

C015 - Featured Properties

Calls to Action:

Read more

C001

NAV001

C002

C004

C005

C008

L004 - Manage property and portfolio

Purpose/Goal of Pages:

To explain and introduce JLL's unique full-service real estate model through a user-centric lens. These layouts apply to the Find space (L002), Deliver projects (L003), Manage property & portfolio (L004), Invest in real estate (L005), and Transform with technology landing pages. Each page should provide a brief explanation of how JLL can meet a customer's key needs, showcase JLL's expertise and experience, and provide opportunity to connect with the right employees. After seeing content on these pages, customers should feel confident that JLL has the solutions to meet their needs or will have a desire to explore the site further. Each region may order the components in an order that best serves its markets.
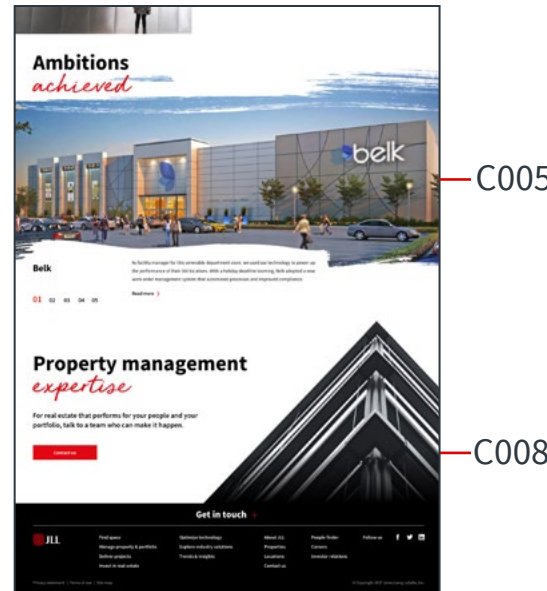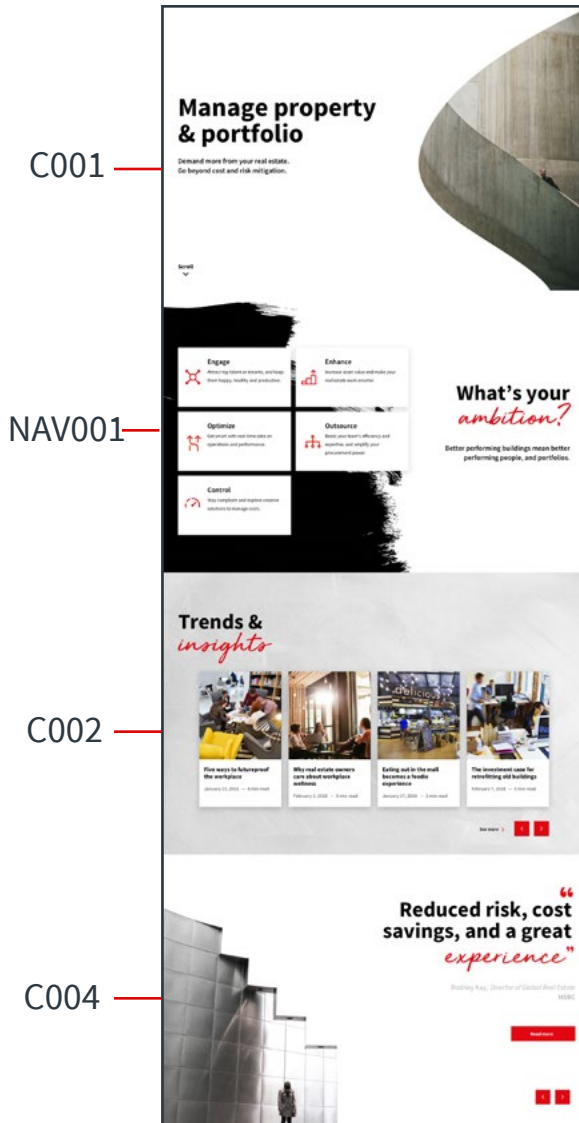
Rationale:

To introduce JLL as a partner by showing examples of how they help customers solve commercial real estate challenges.

Available Components:

C001 - Intro Content/Needs Hero (used on all)

C002--Content Strip 1 / Featured Deals

NAV001 - Sub-needs Navigation

C004 - Carousel 1 (w/ or w/o video)

C005 - Carousel 2 (w/ or w/o ambient video)

C008 - CTA Banner with Employee Tiles

C008 - CTA Banner

C012 - Content Mosaic (used under the C001 for APAC)

C015 - Featured Properties

Calls to Action:

Read more
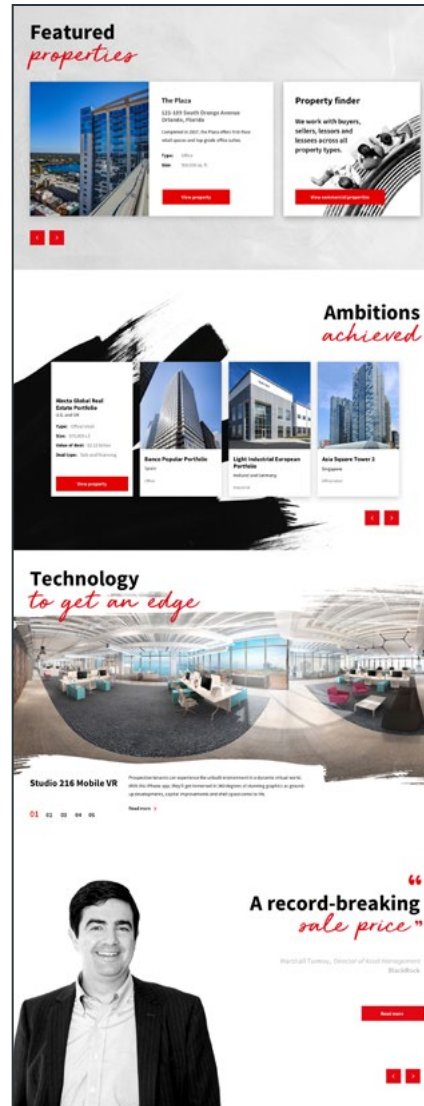
12

C001

NAV001

C005

C008

C015

C002

C005

C008

C008 with employee tiles

L005 - Invest in real estate

Purpose/Goal of Pages:

To explain and introduce JLL's unique full-service real estate model through a user-centric lens. These layouts apply to the Find space (L002), Deliver projects (L003), Manage property & portfolio (L004), Invest in real estate (L005), and Transform with technology landing pages. Each page should provide a brief explanation of how JLL can meet a customer's key needs, showcase JLL's expertise and experience, and provide opportunity to connect with the right employees. After seeing content on these pages, customers should feel confident that JLL has the solutions to meet their needs or will have a desire to explore the site further. Each region may order the components in an order that best serves its markets.

Rationale:

To introduce JLL as a partner by showing examples of how they help customers solve commercial real estate challenges.

Available Components:

C001 - Intro Content/Needs Hero (used on all)

C002--Content Strip 1 / Featured Deals

NAV001 - Sub-needs Navigation

C004 - Carousel 1 (w/ or w/o video)

C005 - Carousel 2 (w/ or w/o ambient video)

C008 - CTA Banner with Employee Tiles

C008 - CTA Banner

C012 - Content Mosaic (used under the C001 for APAC)

C015 - Featured Properties

Calls to Action:

Read more

13

Deliver projects

Inspired by your business vision, we'll manage the design and construction of your real estate projects, from planning to move-in

Scroll

Create a space to set your *brand apart*

Every design and build project has a unique thumbprint and set of goals.

Renovate

You want your workplace to be a driver in attracting and retaining the best and the brightest talent.

Ambitions *achieved*

FCB Chicago

For Foote, Cone & Belding, we didn't just deliver an inspiring office space that's attracting top advertising talent. The new headquarters in the John Hancock Center was voted "Coolest Office of the Year" by Crain's Chicago Business.

Read more >

01 02 03 04 05

" **JLL expertly managed the construction of our *new addition***"

Ed McDonald,
Director of Facilities and Operations
Museum of Science and Industry

Watch video

< >

Trends & *insights*

Three things to get right in office renovation

Global markets are experiencing renewed momentum. From Singapore to Sao Paulo, find out how markets around the globe reacted...

Why you need to hire a project manager

Good PMs don't just take responsibility, they take the lead. They'll run herd to bring together planning, design, engineering, construction...

Transforming spaces *together*

You need a partner who can solve the challenges that come with creating extraordinary spaces. We'll match you with project pros who have worked on offices, retail stores, hotels and more.
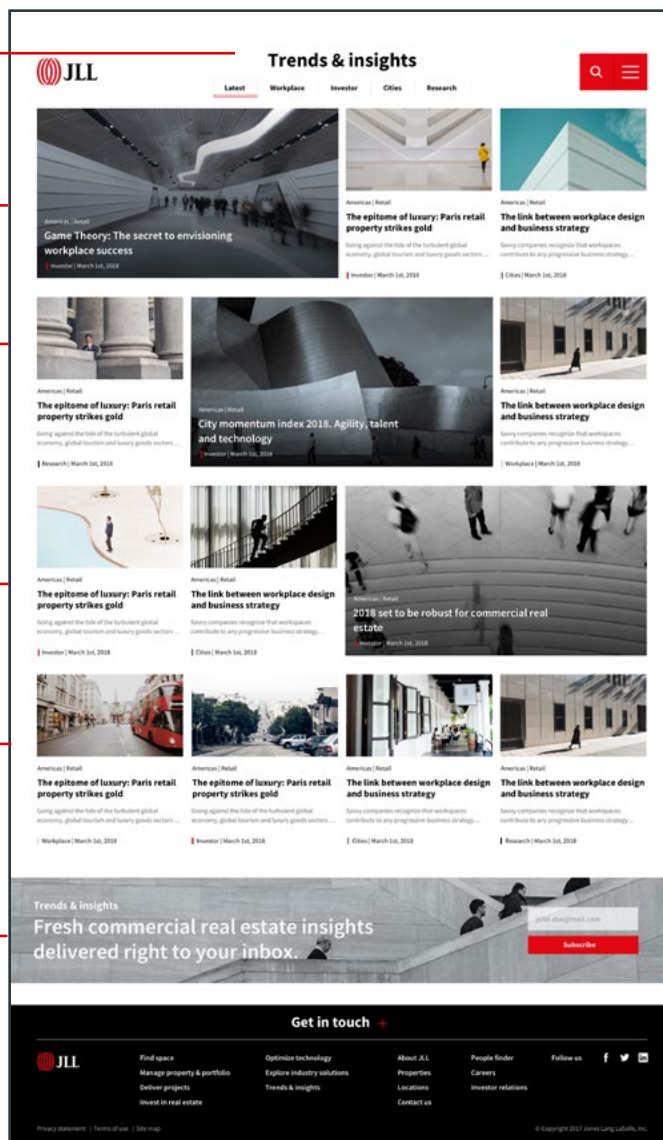
Contact us

Get in touch +

14

NAV003

C023

C023

C023

C023

C022

L006 Trends & insights Landing

Purpose/Goal of Page:

The Trends & insights section highlights the best content marketing from around the JLL digital ecosystem. The landing page encourages users to drill deeper into the section's four main categories: Workplace, Investor, Cities, and Research. Content should reflect a global, regional, and local mix. Article teasers include location, industry, date, and category metadata. Featured article teasers are larger and curated (articles are marked as "featured"), while smaller article teasers appear in chronological order.

Rationale:

This section publishes a steady stream of original, thought-provoking CRE content to build trust and generate return visits to the site. Over time, this content should inspire potential clients to deepen their relationships with JLL and view JLL as a trusted partner.

Available Components:

NAV003 - T&i Header

C023 - Articles Grid

C022 - Banner

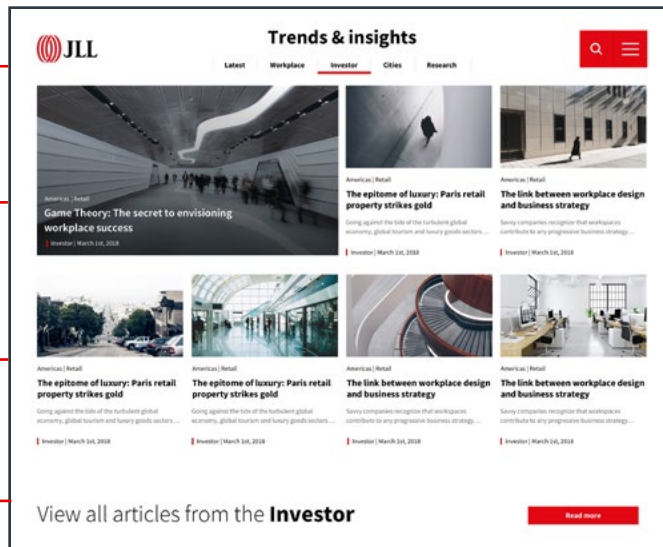### Calls to Action:

Visit a category hub (Workplace and Investor)

Subscribe to the section

NAV003

C023

C023

C022

C023

C023

NAV005

L006 Trends & insights Filtered View

Purpose/Goal of Page:

The filtered view shows only content from the selected category. The filtered view exposes up to four rows of C023 Article Grid content and is followed by either a call to action to view the L013 Category Hub (Workplace and Investor) or to view all content through filtered search results (Cities and Research). For more information, please the "Trends & insights design overview" section of this document.

Rationale:

This section publishes a steady stream of original, thought-provoking CRE content to build trust and generate return visits to the site. Over time, this content should inspire potential clients to deepen their relationships with JLL and view JLL as a trusted partner.

Available Components:
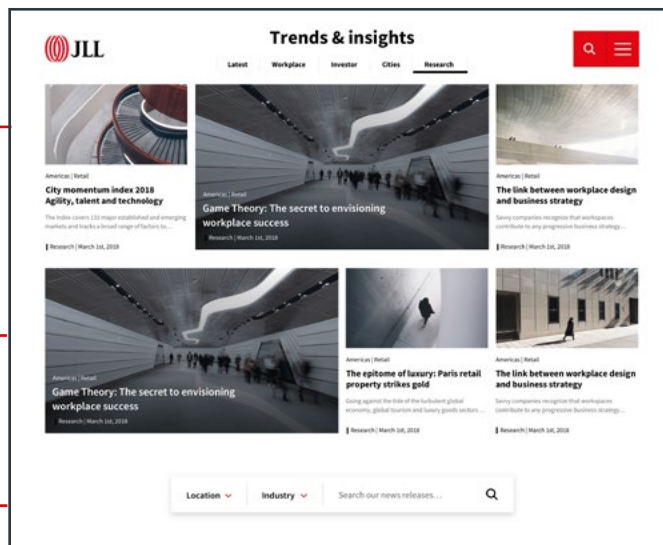
NAV003 - T&i Header

NAV0005 - Inline Search

C023 - Articles Grid

C022 - Banner

H004

C020

C008

C003

C002

NAV001

C021

C013

C022

L007 Careers

Purpose/Goal of Page:

Excite job-seekers and current employees about working at JLL by providing informative, human-focused content that emphasizes culture, values, and perks.

Rationale:

Attract and retain the best talent with a compelling storyline.

Available Components:

H004 - Sub-need Hero (w/ CTA)
C020 - Full-width Video
C008 - CTA Banner (variations: w/ contact tiles; w/ image left)
C003 - Content Strip 2
C002 - Content Strip 1
NAV001 - Sub-need Navigation
C021 - Accordion
C013 - Photo Gallery
C022 - Promo Banner

Calls to Action:

View open positions
Learn more
Subscribe

18

Careers
with ambitions

Spark your career by joining a commercial real estate firm who embraces the future. If you share our vision of technology, data, and the human experience driving CRE innovation, let's talk.

View open positions

Achieve Ambitions

Our *values*

Our core values are teamwork, ethics, and excellence. Together, these values underscore our commitment to clients, and provide direction for everything we do.

Learn more

Our *stories*

John

What we

What we *offer*

Diversity

Learn more about our core values of teamwork, ethics, and excellence.

Hiring *tips*

Dress for Success   —

At JLL, we make your ambitions our business. We want your creativity to flourish, and we want to hear your entrepreneurial ideas. We embrace different perspectives and we're interested in yours.

A career at JLL means every day is different. With more than 70,000 employees worldwide, we have a presence in over 1,000 locations in 80 countries. Our expertise in commercial real estate is game-changing, and we continue to be trailblazers in market-leading knowledge, technology and insight.

Learn More >

Your Resume Speaks Volumes   +

19

H004

C020

NAV001

C008

C025

C008

C002

C022

L008 About us

Purpose/Goal of Page:

Bring the purpose of what JLL does to life. Encourage users to delve further into content about sustainability information, leadership, investor relations and press about JLL.

Rationale:

Provide customers and investors with information they need to feel comfortable working with or investing in JLL.

Available Components:

H004 - Sub-need Hero (w/ CTA)
C020 - Full-width Video
NAV001 - Sub-need Navigation
C008 - Image Banner (variations w/ contact tiles; image left)
C025 - Data Stack
C002 - Content Strip 1
C022 - Promo Banner

Calls to Action:

Download report
View leadership
View investor relations

Learn more
about us

We are building a better tomorrow. For more than 250 years, JLL has been a trusted partner to organizations who want more value from their commercial real estate.

Read more

Achieve Ambitions

Committed to
sustainability

Our vision is to make JLL a world-

Committed to
sustainability

Our vision is to make JLL a world-leading, sustainable professional services firm by creating spaces, buildings, and cities where everyone can thrive.

Download sustainability report

Generating lasting value
Explore stories about how we've generated lasting value for clients and communities.

Learn More ❯

Our leadership
team

Our leadership team oversees employees across three geographic business segments: the Americas; Europe, Middle East and Africa (EMEA); and Asia Pacific.

Our global leadership

Regional leadership
United States

View regional team ❯

Awards &
recognition

Linked in

Lorem Ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.
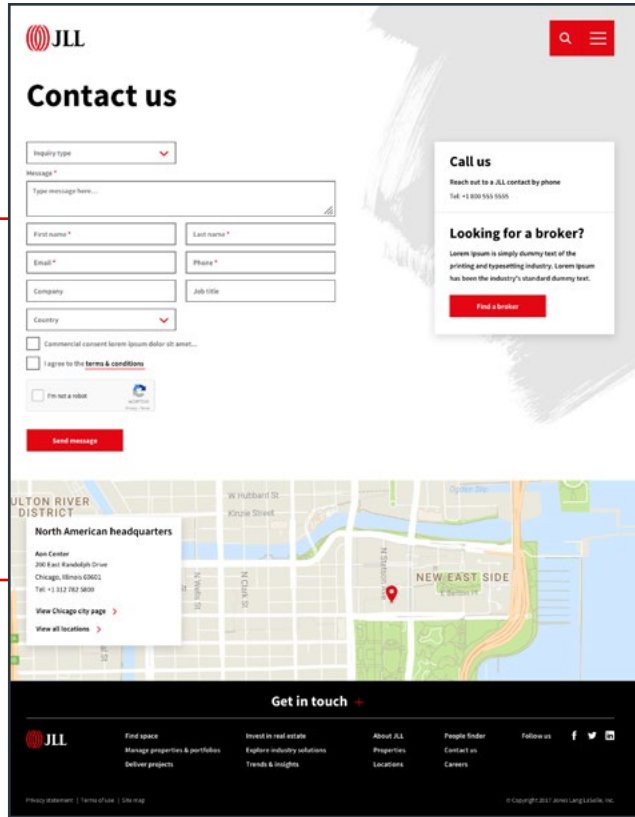
glassdoor

Lorem Ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

PROFESSIONAL PENSIONS

JLL in the
news

Brixton Acquires Everett Mall, JLL Assumes Management and
Harvard Business Review
Mar 13, 2018

Trends & insights

21

F003

C026

C016

L009 Contact Us

Purpose/Goal of Page:

Encourage users to contact JLL through various options and highlight the office closest to them.

Rationale:

Make JLL more accessible no matter where someone is or how new they are to JLL.

Available Components:

F003 - Contact Us Form

C016 - Nearest Location

C026 - Open Card

Calls to Action:

Send message

Find a broker

JLL

Contact us

Inquiry type ⌄

Message *

Type message here...

First name *

Last name *

Email *

Phone *

Company

Job title

Country ⌄

☐ Commercial consent lorem ipsum dolor sit amet...

☐ I agree to the **terms & conditions**

☐ I'm not a robot reCAPTCHA
Privacy - Terms

Send message

Call us

Reach out to a JLL contact by phone

Tel: +1 800 555 5555

Looking for a broker?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text.

Find a broker

NEW EA
N Stetson Ave
E Bent

North American headquarters

Aon Center
200 East Randolph Drive
Chicago, Illinois 60601
Tel: +1 312 782 5800

View Chicago city page ›

View all locations ›

Get in touch +

JLL 🔍 ☰

Thank you!

A representative will be in contact with you shortly.

Back to previous page

Go to JLL home page ›

Get in touch +

Find space

Manage property & portfolio

Deliver projects

23

H002

NAV004

L010 Locations

Purpose/Goal of Page:

Provide easy access to all JLL office locations around the world. Users will see addresses, contact info, maps and links to city pages for offices in their country. They can also find offices in other countries or regions as required.

Rationale:

Show the breadth and depth of JLL's global reach, as well as its local accessibility.

Available Components:

H002 - Content Detail Hero
NAV004 - Location Finder

Calls to Action:

Search all locations
View city page
View map

JLL

Office *locations*

For more than 250 years, JLL has been a trusted partner to organizations who want more value from the commercial real estate they own, use and invest in.

Search all locations

Country, city...

Filter

59 results for: "United States"

Ann Arbor

24 Frank Lloyd Wright Drive
Suite J4200
Los Angeles, CA 95814
Tel: +1 916 447 6300
Fax: +1 916 443 4758

View Ann Arbor city page >

View map

View Baltimore city page >

View map

Birmingham

850 Shades Creek Parkway
Suite 300
Birmingham, AL 35209
Tel: +1 205 610 8681
Fax: +1 312 470 4432

View Birmingham city page >

View map

Boise

950 W Bannock St
Suite 1100
Boise, ID 83702
Tel: +1 858 410 1200

JLL Chicago

Aon Center
200 East Randolph Drive
Chicago, Illinois 60601
Tel: +1 312 782 5800
Office hours: 7:00am - 6:00pm

View Chicago brokers >

25

H002

C022

NAV001

C022

C008

C003

C002

L011 Industry (parent)

Purpose/Goal of Page:

Illustrate how JLL understands the needs of customers' specific industry use cases and outline unique solutions crafted just for their industry, sector, or industry segment. Additionally, these pages should highlight the experience and expertise of JLL teams, as well as the human touch they provide.

Rationale:

Establish credibility and trust within the key industries that JLL serves.

Available Components:

H002 - Content Detail Hero
C022 - Promo Banner
NAV001 - Sub-need Navigation
C008 - Banner (w/ contact tiles)
C003 - Content Strip 2
C002 - Content Strip 1

Calls to Action:

Subscribe
Explore industry solutions
Contact expert
View case study

Higher education *solutions*

Transform your campus into a sustainable, strategic and financial asset that attracts students, faculty, and donors.

Trends & insights

Commercial real

---

daily, maybe even **biweekly.**

Email address

Subscribe

Your industry challenges *answered*

Faced with unprecedented competition to attract the best students and staff, many colleges and universities will need to make their property work harder and smarter. Our team can help you overcome these challenges and

---

Industry *insights*

The future of university design is carbon-neutral

Read more >

Richmond, VA

Case *studies*

Spalding University

Higher education *contacts*

For more information, speak to one of our media contacts

View all specialists

Todd Burns
President, Project and Development Services

Charlotte, NC

Laura Beebe
Managing Director

Richmond, VA

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H002

NAV001

C022

C008

C003

L012 Industry (Child)

Purpose/Goal of Page:

Showcase a solution or service for a particular industry based on client needs, with specific ways JLL can help bring the solution to life. Highlight case studies that have used the solution or service in a similar fashion to keep the user engaged and show JLL's expertise.

Rationale:

Build trust and confirm for the user that JLL is the right partner for their unique industry challenges.

Available Components:

H002 - Content Detail Hero
NAV001 - Sub-need Navigation
C022 - Promotional Banner
C008 - CTA Banner (w/ contact tiles)
C003 - Content Strip 2

Calls to Action

Contact an expert
View all specialists
View case study

Public private *partnerships*

Leverage your university's real estate portfolio to generate income, elevate your brand and meet strategic objectives.

How we *help*

How we *help*

We can put together a complete strategy that brings results to both students and stakeholders.

New campus

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua et.

Case *studies*

Spalding University

Get in touch +

Public private *specialists*

We have many renovation specialists that will help guide you through the specifics of renovating your space.

View all specialists

Todd Burns
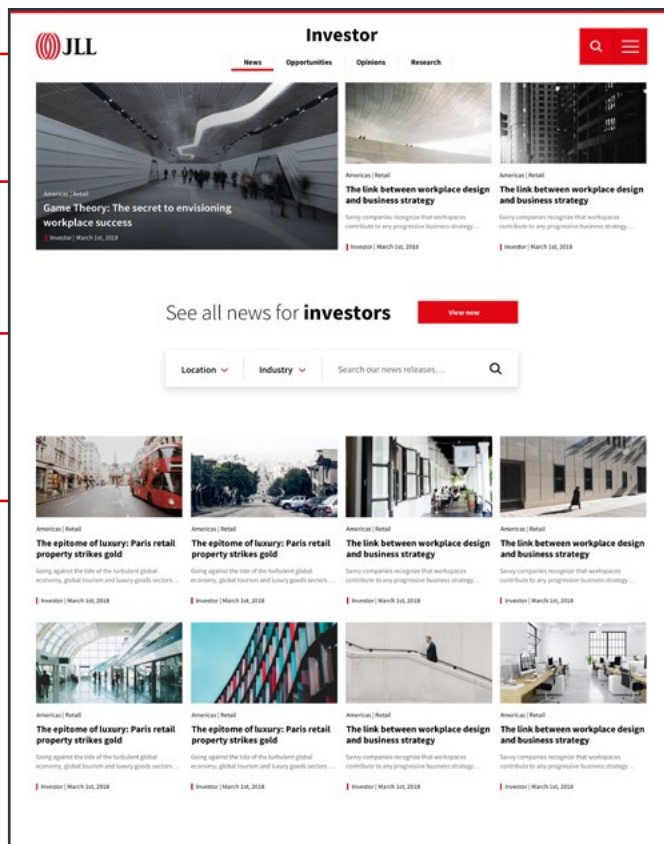President, Project and Development Services
Charlotte, NC

Laura Beebe
Managing Director

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NAV003

C023

NAV005

C023

L013 Trends & insights Category Hub

Purpose/Goal of Page:

The Investor and Workplace sections both have rich category hubs with additional sub-categories, which will allow for further filtering of content. See the "Trends & insights design overview" portion of this guide for more information.

Rationale:

The Category Hub provides a space to tailor content to specific audiences. Marketers will drive return visitors to the hubs, while the parent landing page will mainly attract new visitors.

Available Components:

NAV003 - T&i Header

NAV005 - Inline Search

C023 - Articles Grid

C022 - Banners

Calls to Action:

Subscribe

Search

NAV003

C015

F001

L013 Trends & insights Category Hub - Filtered View

Purpose/Goal of Page:
The Investor and Workplace sections both have rich category hubs with additional sub-categories, which will allow for further filtering of content.

Rationale:
The Category Hub provides a space to tailor content to specific audiences. Marketers will drive return visitors to the hubs, while the parent landing page will mainly attract new visitors.

Available Components:
NAV003 - T&i Header

NAV005 - Inline Search

C023 - Articles Grid

C022 - Banners

C015 - Featured Properties (Investor - Opportunities only)

F001 - Form

Calls to Action:
Subscribe

Search

H002

C009

C011

C010

C002 Not shown:
for related articles

L014 Content Detail - Article

Purpose/Goal of Page:

Used for content marketing and thought leadership pieces, this layout includes a headline and subhead that announce and summarize the subject matter followed by a flexible space for copy and imagery. Depending on length, the copy can be broken up into digestible chunks using smaller subheads and the end of the content area can accommodate related articles and information as necessary. Note that this layout template can be used for Research Reports, Press Releases and Case Studies (see subsequent pages)..

Rationale:

To showcase and convey relevant information while referring the user to related ideas and topics.

Available Components:

H002 - Content Detail Hero
C009 - Copy Block (w/ left rail share)
C011 - Image w/ Caption Overlay
C010 - Pull Quote
C002 - Content Strip 1

Calls to Action:

Share article
View related articles

JLL

Article

How voice recognition technology is *changing retail*

Voice recognition technology may still be in the novelty stages, but as more people are getting used to talking to their devices, retailers

---

talking to their devices, retailers have started paying attention.

April 17, 2018

Share:

f twitter in ✉

Read time: 3 min.

Contributors:
Laura Agadoni
John Smith
Jane Doe

Right now it's being used for ordering groceries, pizza or coffee. For consumers there's no driving to stores, logging onto a computer, or pulling out smartphones to open an app. They simply say what they want to one of the new voice activated devices from the likes of Google and Amazon.

Ideas fuel our *ambitions*

Voice recognition technology is the next iteration of online shopping

Starting Small

One of the most obvious uses for voice recognition technology in the retail sector is fulfilling orders consumers have already made in the past. "Let's say you've already placed an online order for your grocery staples with a

---

Starbucks provides a similar experience for customers who download the Starbucks mobile app. Customers speak with My Starbucks barista on their phone or device just as if they were speaking with an in-store barista.

Other forward –looking companies are also getting involved. LG Electronics, for example, recently unveiled a web-connected fridge fitted with Alexa technology to allow people to order groceries as they figure out what they need. Meanwhile, car giant Ford has an in-car Alexa application enabling drivers to order products, ask questions or search for restaurants.

"All you'd need to do to reorder would be to ask your device to resend the last delivery."

Arielle Einhorn
Senior Research Analyst, JLL

The next evolution

A big question is whether voice recognition technology can work for all retail. What about fashion? Consumers can't very well order a "black dress," for example, and get exactly what they want.

Although using voice recognition technology to shop for fashion may not be easy to imagine now, Einhorn envisions a way this technology can improve the experience for shoppers in retail stores. "Say a shopper is in a department store. If that shopper has a question, they can ask a voice-activated device. This can make for a new type of customer experience and a new type of customer relationship with the store itself. It will make the experience easier and more efficient for shoppers," says Einhorn.

While older generations may take a bit more convincing, voice-activated technology is a way for retailers to connect with the tech savvy younger market. But like with any new

---

Related articles

How fast fashion is changing India's retail scene

November 5, 2017 — 4 min read

Get in touch +

Find space

33

Case study

Empire State Building

Behind the scenes with: Anthony E. Malkin Chairman, Chief Executive Officer and President, Empire State Realty Trust

— H002
— C014
— C009
— C008
— C010
— C013

Not Shown:
— C002

L014 - Content Detail - Case Study

Purpose/Goal of Page:

This layout uses the same base template as an article, but focuses on telling a story about a successful JLL venture. The case study should include real-world testimonials, data points about the project, and highly visual imagery lending credence to the success of the project.

Rationale:

As a final proof point to a user visiting the site, case studies provide evidence-based marketing for new customers.

Available Components:

H002 - Content Detail Hero
C014 - Stats Row
C009 - Copy Block (w/ left rail share)
C008 - CTA Banner (w/ or w/o video)
C010 - Pull Quote
C013 - Image Gallery

Calls to Action:

View additional case studies or contact JLL

34

JLL®

*Important Note:
the image will appear
above the headline
based on agreed-upon
changes to the H002.*

Panel 1

JLL

Case study

Empire State Building

Behind the scenes with:
Anthony E. Malkin Chairman,
Chief Executive Officer and
President, Empire State
Realty Trust

Share:

f   twitter   in   ✉

📍 Location   New York, NY United States

💡 Spotlight   6,514 windows retrofitted

$ Value   38% reduction in energy

Panel 2

▦ Square feet   2.8M

"**O**ur commitment is to make the
Empire State Building one of the most
energy efficient buildings in New York City and a
model for others to follow. When we secured
control of the building in August 2006, we
planned a complete redevelopment of the
building, The Empire State ReBuilding. As part
of a market repositioning, we decided to make
the building "green." Early outreach by the
Clinton Climate Initiative opened our eyes to a
better opportunity to rebrand the Empire State
Building as a leader, a new model for
economically rewarding energy efficiency
retrofits in the built environment."

"When we secured control of the building in
August 2006, we planned a complete
redevelopment of the building, The Empire
State ReBuilding. As part of a market
repositioning, we decided to make the building

Panel 3

Building as a leader, a new model for
economically rewarding energy efficiency
retrofits in the built environment.

"
The project was truly *transformational*"

Ted Finnerty,
Project Manager
JLL

Watch video

Panel 4

"*JLL is a fantastic
partner. JLL led a
complicated project with
a large team of outside
organizations on a
ground-breaking project.*"

Anthony E. Malkin
Chairman, CEO and President, Empire State
Realty Trust

Of course, there were some logistical
challenges to do the work while office and retail
tenants were in the building and our
observatory and broadcast operations were
operating at full capacity. One of the most
interesting of the eight, integrated projects
involving energy efficiency we undertook was
to retrofit every one of our 6,514 windows. We
did the work on an assembly line we built in the
building, removing and reinstalling windows at
night without the windows ever leaving the

Panel 5

resealing them with krypton/argon gas, and
upgrade them from R-2 to R-8 to cut down on
heating and cooling losses.

Photo caption here Integer posuere erat a
ante venenatis dapibus posuere.

Photographer credit: Ema Peters

JLL is a fantastic partner. JLL led a complicated
project with a large team of outside
organizations on a ground-breaking project.

Panel 6

beginning.

-Anthony E. Malkin, Chairman, Chief Executive
Officer and President, Empire State Realty Trust

Related case studies

Bench

Get in touch +

35

H002

C009

C009

Important Note: the brushtroke image will only extend to the subhead in the H002 and will not appear below it based on agreed-upon changes to the H002.

L014 Content Detail - Press Release

Purpose/Goal of Page:
This layout uses the same base template as an article, but is re-purposed as a press release.

Rationale:
Provide journalists and other interested parties access to news releases in the same easy-to-read format as articles.

Available Components:
H002 - Content Detail Hero
C009 - Copy Block (w/ Left Rail Share & Media Contact)
C009 -- Copy Block (Boilerplate)

Calls to Action:
Contact media relations

Important Note: the image will appear above the headline based on agreed-upon changes to the H002.

JLL

Q

JLL reports strong outlook for hotel investors in 2017

JLL reveals more mergers and acquisitions expected while investment volumes to hold steady in Asia Pacific.

January 11, 2017

Share:

f 🐦 in ✉

Media relations:
Reach out to a JLL contact by phone

Tel: +1 800 555 5555

---

further in Asia Pacific

Research from JLL reveals that alternative accommodation platforms such as Airbnb and Homeaway account for approximately 10 percent of room bookings in top global markets. The hotel industry will be looking at creative partnerships with these alternative accommodation platforms such as AccorHotels' acquisition of Onefinestay in 2016.

For more in-depth insights, download JLL's Hotel Investment Outlook 2017 here.

About JLL

For more than 250 years, JLL has been a trusted partner to organizations who want more value from the commercial real estate they own, use and invest in. We focus on what we do best, and that's helping our clients achieve their ambitions.

We are a professional services firm, with

H002

C009

F002

C002

L014 Content Detail - Research Report

Purpose/Goal of Page:

Provide site visitors with a brief summary of a research report that they can download by providing personal information. The length of the summary will vary by country or purpose of the report. Interested visitors can fill out the form and download the entire report or view the complete HTML version of the report. The goal of this page is to capture leads and provide premium commercial real estate content.

Rationale:

Create a distinction between free content on the site and research reports that add specific industry, country or topical value for real estate analysts.

Available Components:

H002 - Content Detail Hero
C009 - Copy Block (teaser, w/ or w/o read time and contributors)
F002 - Gated Form
C002 - Content Strip 1

Calls to Action:

Download report

*Important Note:
the image will appear
above the headline
based on agreed-upon
changes to the H002.*

H003

Important Note: the brushstroke expression is no longer part of the agreed-up-on design.

C009

Guy
Grainger

EMEA Chief Executive

My ambition is to show our clients, people and the wider public how our expertise in real estate can solve the most complex economic, social and environmental challenges.

Contact:
30 Warwick Street
London W1B 5NH

+44 (0)20 7493 4933

G uy J. Grainger has been the EMEA Chief Executive Officer since 2016 and served as its Chief Executive of UK Operations from 2013 to 2016. He has served as Head of UK Retail and Retail Lead Director, covering retail consultancy, shopping centre leasing and high street asset management until 2012. He has served as Head of Retail Agency at Churston Heard Limited, comprising 30 surveyors covering the whole of the UK Retail Market. He has been Director of Capital Investments, Limited since 2014. In the last 10 years, he has advised Prudential on the first letting to Harvey Nichols outside London, the letting of French Connection's Oxford St premises and the acquisition of UK flagship stores for New Look and River Island - both of which won accolades for their design and performance.

L015 Profile Detail

Purpose/Goal of Page:

Feature a JLL executive to engender trust in the user by presenting the biographical bonafides of the featured executive. The page is highlighted with a an oversized hero shot of the executive, a quick abstract of his/her background and then additional body copy delving deeper into the core values of the leader.

Rationale:

Build trust in JLL's expertise and experience, and make relationships easier to establish.

Available Components:

H003 - Profile Hero

C009 - Copy Block

Other components such as C004, C006, C008, C020 may be used as needed if the executive would like to feature a video or highlight a relevant story.

Calls to Action:

Visit the executive's LinkedIn page

PLEASE NOTE: The bottom brush stroke will be removed in code to align with brand standards.

JLL

Contact:
30 Warwick Street
London W1B 5NH

+44 (0)20 7493 4933

Guy
Grainger

EMEA Chief Executive

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Experience

Previously JLL's UK CEO and with a background advising retail companies on their real estate strategy, I've worked closely with Britain's biggest businesses and the world's largest retailers. I am also the sponsor for marketing on JLL's Global Executive Board.

An industry commentator in both print and broadcast media, appearances include BBC News, Radio 4's Today programme, Bloomberg TV and the FT. Guy also sits on the Policy Committee of the British Property Federation.

Prior to joining JLL, Guy served as director of construction for the New York Botanical Garden in the Bronx with responsibility for managing the design and construction of over $150 million of projects in the landmarked landscape including the renovation and restoration of the 15 acre Benenson Ornamental Conifer collection; installation of irrigation systems, paving, walkways across the 250 acre site; development and implementation of a

H002

C016

C022

C012

C023

C023

C003

C008

L016 City Detail

Purpose/Goal of Page:

Provide detailed information and related content about one of the cities JLL calls home. Content, including the map, press releases and team member info, can build authenticity, trust, and engagement with existing and future customers.

Rationale:

Develop a more personal relationship with customers in that location, while also showing breadth and depth of JLL's global capacity. City pages are also helpful for SEO.

Available Components:

H002 - Article Hero

C016 - Map

C022 - Promotional Banner (w/ form and image)

C012 - Content Mosaic

C002 - Content Strip 1

C003 - Content Strip 2

C008 - CTA Banner (w/ contact tiles)c

Calls to Action:

View <city> brokers

Subscribe

View <city> press releases

See our team

Chicago

Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsumLorem ipsumLorem ipsum Lorem ipsum Lorem ipsum.

JLL Chicago

Aon Center
200 East Randolph Drive
Chicago, Illinois 60601
Tel: +1 312 782 5800
Office hours: 7:00am - 6:00pm

View Chicago brokers >

Trends & insights

delivered to your inbox daily, almost daily, maybe even biweekly.

Email address

Subscribe

Chicago real estate news & updates

Inside Chicago's $80 billion manufacturing industry

Global markets are experiencing renewed momentum. From Singapore to Sao Paulo, find out how markets around the globe reacted in Q2.

Read more >

Investors reveal their top targets in seniors housing

Think baristas, saunas, and a sense of fulfillment. While we can't know for sure exactly where we're going, we can explore the possibilities.

Read more >

Solar generated electricity coming to more Six Flags parks

Any workplace optimization strategy needs to start with your business drivers. And for many

Blog posts

Americas | Retail
The epitome of luxury: Paris retail property strikes gold

| Investor

Americas | Retail
The link between workplace design and business strategy

| Investor

Americas | Retail
The epitome of luxury: Paris retail property strikes gold

| Investor

Americas | Retail

University of Chicago

Chicago leadership

We have a deep understanding of the downtown Chicago market and can help you achieve your commercial real ambitions.

See our team

43

L017 Search Results

Purpose/Goal of Page:
Provide relevant information to meet specific user needs quickly and easily. Filters for industry , content type, and location help users shape their own paths and dig deeper (see the example of a filtered search at left. If no content exists for a specific filter, that filter will not appear). Sorting by relevancy or alphabet is also offered. The search results will index only content located in the locale of the site.

Rationale:
A robust search experience will enable users to find the extensive collection of reports, articles, and other web pages that will be part of the site experience.

Available Components:
N/A.

This page will be generated according to the search term provided by the user and this layout template. No authored components are required.

Calls to Action:
N/A

L018 Site Map

Purpose/Goal of Page:
Provide a quick view of the site structure and easy access to particular pages.

Rationale:
Site maps are useful for SEO and can be a reference for frequent visitors.

Available Components:
H002 - Content Detail
C021 - Accordion

Calls to Action:
N/A
The H002 header can be modified, though authors should confer with their governance teams before editing.

PLEASE NOTE: All other content in the accordion will be dynamically generated based on the locale's folder structure in AEM.

H004

C008
w/ off-canvas form

C007

C002

Not Shown:
C008 - image left
C008 - image right with contact tiles

L019 Campaign - Hub

Purpose/Goal of Page:

Hub Campaign pages are landing pages for a specific topic, need or service, often for a specific industry (such as Higher Eduction, as shown in the example here). Hub Campaign uses a variety of content types, such as videos, case studies, articles or reports to drive interest and encourage contact with a JLL expert.

Rationale:

Showcase JLL's expertise and ability to understand and meet specific client needs.

Available Components:

H004 - Sub-need Hero
C008 - CTA Banner (variations: off-canvas form; image left; image right with contact tiles)
C007 - Video Tiles
C002 - Content Strip 1

Calls to Action:

Contact an expert
Read full case study
Download report
Access full online report
Contact us

48

JLL

Make your campus community
more vibrant

Integrated facilities management can help your university unlock cost savings and improve the experience of students and faculty.

Build a vibrant campus
community

Reduce costs, make much-needed capital investments, and buld a vibrant campus community through JLL's campus facility management platform.

Contact an expert

Growing with Spalding
university

More than simply a service provider, our team is embedded in the Spalding campus community. We are working together to create a campus experience that embodies their mission.

Read full case study >

▶ **Pres. Tori McClure**

▶ **Kara Adler**

Important Note: the mobile images shown adjacent to the left will now appear below the CTAs.

Campus *insights*

Five campus sustainability best practices

November 5, 2017 — 4 min read

Costs vs. campus appeal: the great balancing act in
education

Seven strategies to uncover cost savings through university facilities management

Download report

Our campus
experts

Donec id elit non mi porta gravida at eget metus. Maecenas sed diam eget risus varius blandit sit amet.

Follow JLL on LinkedIn

Scott Homa
Director, Office Research, United States

Washington, DC
+1 202 719 5732

✉ Email

in LinkedIn

49

H004

IN002

C008
w/pull quote
and CTA

C004

IN001

Not Shown:
C002 - Content Strip 1
C008 - image right with
contact tiles

L019 Campaign - Feature

Purpose/Goal of Page:

Feature Campaign pages are landing pages that show research data in an interactive way to promote a specific report. Users can engage with the findings, see other related research reports, and connect with JLL Research experts.

Rationale:

Showcase JLL's expertise and research capabilities.

Available Components:

H004 - Sub-need Hero
IN002 - Social Share
C008 - CTA Banner (variations: w/ Pull Quote; image right with contact tiles)
C004 - Carousel 1 (w/o video)
IN001 - iFrame Integration
C002 - Content Strip 1

Calls to Action:

Download report
Follow JLL on LinkedIn

50

Gated

Ungated

H002

C009
w/ left rail

F002

C017

L019 Campaign - Conversion

Purpose/Goal of Page:

This version of Campaigns shows abstracts of reports and encourages users to provide information to access some tangible information and download the report.

Rationale:

Encourage users to complete the conversion form.

Available Components:

H002 - Content Detail Hero
C009 - Copy Block (w/ left rail)
F002 - Gated Content Form
C017 - Table

Calls to Action:

Submit
Download report

JLL

America's most expensive streets 2017

In our 2017 Most Expensive Streets study, we look at premium U.S. office spaces.

Complete the form below to recieve the Most Expensive Streets study.

First name *

Last name *

College or University

Title

Email *

Confirm Email *

Have you worked with JLL in the past?

○ Yes   ○ No

☐ Download PDF report

☐ I'm not a robot   reCAPTCHA
                     Privacy - Terms

Submit

Where do office tenants play top dollar? Just how much will companies pay to occupy one of America's most desired office addresses? According to JLL's 2017 Most Expensive Streets study, which looks at the priciest U.S. office space, those high-profile strips command an average asking rent of $48.65 per square foot, a 46.9-percent premium compared to the rest of the country.

And they remain as popular as ever. Just 12.8 percent of the nation's most expensive real estate is vacant – a full 250 basis points lower than the U.S. average.

Location, location, location?
While traditional drivers like the financial, law and consulting industries continue to make their presence felt on these streets – think Fifth and Greenwich Avenues – tech is having an outsized effect. In fact, five of the top 10 streets in the ranking are tech hubs.

"As tech companies mature, their space needs

Added JLL Managing Director of Capital Markets Frank Petz, "We have seen a shift in tenancy and more migration between Cambridge and Boston. The proliferation of Life Science players in Cambridge has dislodged many traditional office users, and even tech companies. Cambridge now has vacancy rates near zero and rents at an all-time high, and Boston is benefitting as tech tenants cross the river to take advantage of the value proposition the city offers."

Adding to the surge in demand for these

Breaking down *the numbers*

Rank	Street name	Market
1	Sand Hill Road	San Francisco
2	Fifth Avenue	New York

3	Mission Street	San Francisco
4	Main Street	Boston
5	● Greenwich Avenue	Fairfield Coun
6	Pennsylvania Avenue	Washington,
7	Ocean Avenue	Los Angeles
8	Boylson Street	Boston
9	Royal Palm Way	West Palm Be
10	Congress Avenue	Austin

Get in touch +

Find space

Manage property & portfolio

Deliver projects

Invest in real estate

Optimize technology

H004

NAV002

C003

C008
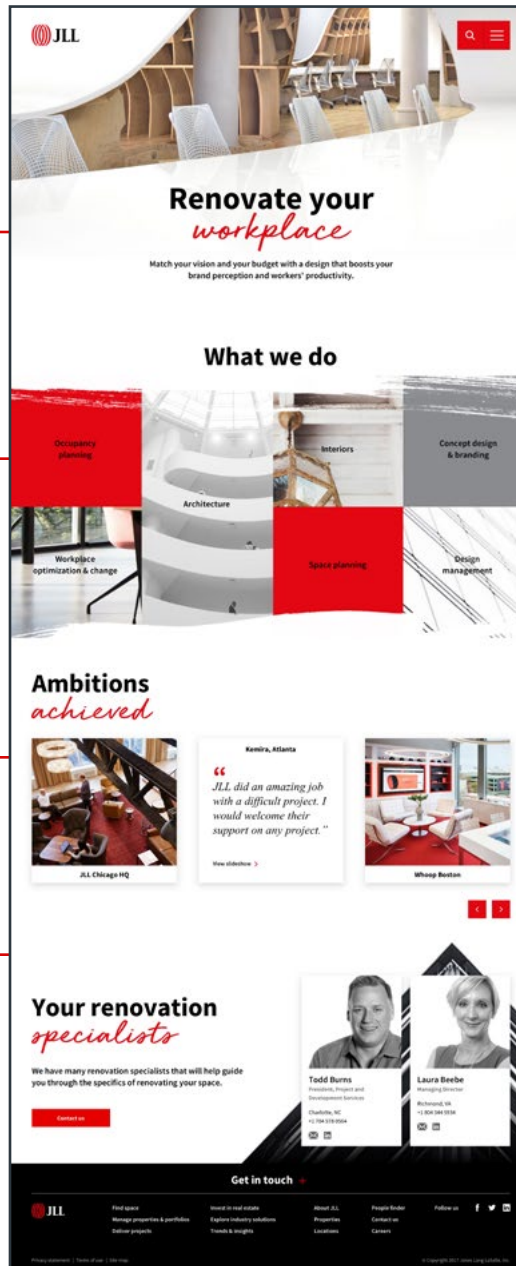
L020 Sub-needs Landing

Purpose/Goal of Page:

Show how JLL meets a specific client need that falls under one of the primary real estate master needs. Use this page to guide a prospect to contact. Feature services that are most relevant to a customer's industry, property type, or investment need.

Rationale:

Help users see JLL as a partner by anticipating and answering questions that help solve client business needs.

Available Components:

H004 - Sub-needs Hero

NAV002 - Service Navigation

C003 - Content Strip 2

C008 - CTA Banner

Calls to Action:

Contact us

View case study

Explore offering

L021- People Finder

Purpose/Goal of Page:

Provide users a focused search experience to find the expert that they want to contact. For more senior executives, links will connect users to a featured employee profile page.

Rationale:

To accommodate a more visual search result than is found on the main search results page, this separate People finder section is available

Available Components:

N/A

This page will be generated according to the people search conducted by the user and this layout template. No authored components are required

Calls to Action:

View Profile

Launch Email

Launch Social Channel

![JLL]

People finder

We're ready to help you solve your commercial real estate challenge.

Search all contacts

Enter Name, Title...

Filter   Sort

Marie-Claire Laflamme-Sanders

Senior Vice President / National Director, North America

Chicago, IL

+1 704 578 0564

Guy Grainger

EMEA Chief Executive

Chicago, IL

+1 704 578 0564

View profile ›

Truitt Alday

Vice President

Chicago, IL

+1 804 344 5934

David M. Adams, CCIM SIOR

Senior Vice President / National

Fred Schuler

Senior Vice President / National Director

Chicago, IL

+1 704 578 0564

David Barnett

Senior Vice President / National Director

Chicago, IL

+1 704 578 0564

Next page

H004
NAV005
C018
C012
C022
C004
C002
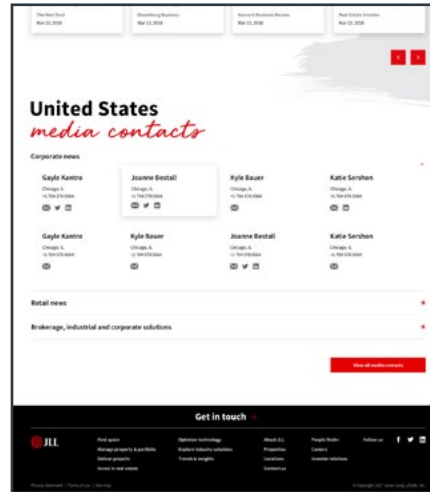
C021
C024

L023 Newsroom

Purpose/Goal of Page:

Provide journalists, investors or others clear and easy access to JLL news and media contacts across business lines, while also highlighting stories and reports curated by JLL communications teams.

Rationale:

To develop good relationships with journalists, share JLL stories, and ensure accuracy.

Available Components:

H004 - Sub-need Hero
NAV005 - Inline Search
C018 - 3-Up Featured Content
C012 - Content Mosaic
C022 - Promo Banner
C004 - Carousel 1 (w/o video) - OPTIONAL
C002 - Content Strip 1
C021 - Accordion
C024 - Media Contacts (embedded in C024)

Calls to Action:

Read more
View all news releases
Subscribe
View all media contacts

JLL

Tune into the *newsroom*

Search our news releases…

Latest news

Office checkup: 9 ways to make your space healthier

Global | March 1st, 2018 - What is a healthy workplace, exactly? The answer should be clear by now, according to JLL office experts.

Read more ＞

View all news releases

Featured *news releases*

What is the outlook for hotel investors in 2018?

United States | March 1st, 2018 - Global hotel real estate transaction volume to reach $88 billion in 2018, JLL analysts project.

Read more ＞

---

companies out of almost 17,000 honored by the United States Postal Service (USPS) for a prestigious Supplier Performance Award.

Read more ＞

JLL Reports Strong Fourth-Quarter and Full-Year Results

Global | March 1st, 2018 - Record full-year revenue of $7.9 billion and fourth-quarter revenue of $2.5 billion, both up 17 percent.

Read more ＞

Trends & insights

Commercial real estate insights delivered to your

---

inbox daily, almost daily, maybe even biweekly.

Email address

Subscribe

JLL in the *news*

Brixton Acquires Everett Mall, JLL Assumes Management and Harvard Business Review

Mar 13, 2018

United States *media contacts*

Corporate News ＋

Retail news ＋

Brokerage, industrial and corporate solutions −

Katie Sershon
Chicago, IL
+1 704 578 0564
✉

Kyle Bauer
Chicago, IL
+1 704 578 0564
✉

View all media contacts

58

H002
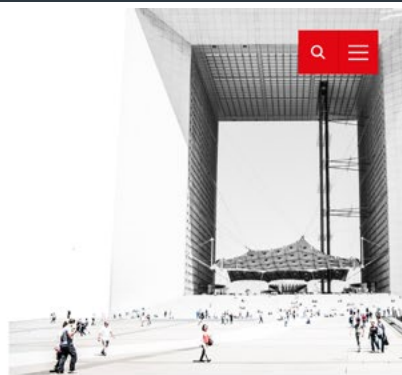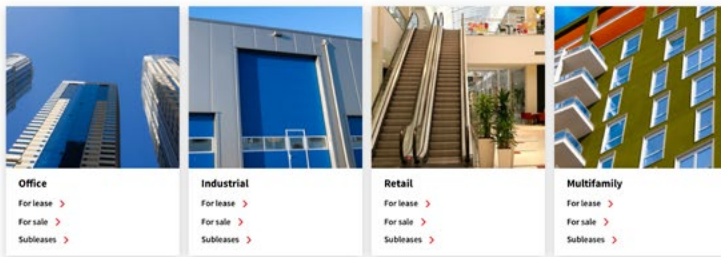
C002
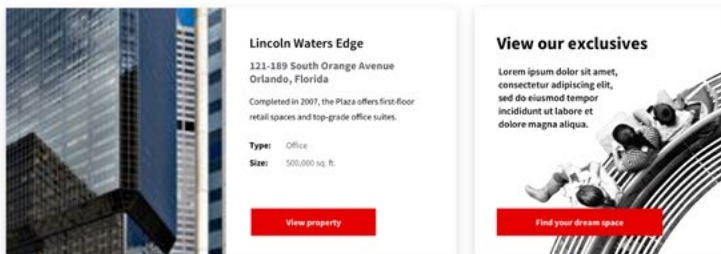
C015

L024 Properties

Purpose/Goal of Page:

The Properties page gives users fast and easy access to property listings across types. For Phase 1 of the JLL redesign, links take users to JLL's external property site.

Content authors can adjust the headline and sub-copy, and can promote specific listings in the Featured Properties component.

Rationale:

Providing a gateway to JLL Property finder is helpful for search optimization and for those users who are more self-directed and looking for specific property.

Available Components:

H002 - Content Detail Hero
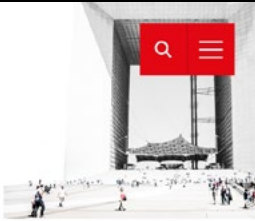
C002 - Content Strip 1

C015 - Featured Properties

Calls to Action:

View property

Find your dream space

H004

IN002

C008

C020

C003

C025

C019

C002

C016

L025 Team

Purpose/Goal of Page:

Team pages group content and contacts for teams with expertise in a specific solution or offering, often in or for a unique location.

To keep consistency of content and branding, team pages should be used in lieu of one-off microsites. Components can be added, removed or changed as frequently as desired, and page publishing dates can be set as needed.

Rationale:

Make team content easier to find (and publish), user-friendly and on-brand.

Available Components:

H004 - Sub-need Hero
IN002 - Social Share
C008 - CTA Banner (image right)
C020 - Full-width Video
C003 - Content Strip 2
C025 - Data Stack w/ Copy
C019 - 4-up People Finder
C002 - Content Strip 1
C016 - Nearest Location

Calls to Action:

Share
See <city> properties
Learn more
View case study

JLL

Tenant Representation *downtown Chicago*

Share: f t in ✉

Find your *space*

Regardless of your company's size, we'll help you identify the right space so you can focus on what matters most.

Find your next investment

Chicago 2025

Chicago *case studies*

Willis Tower

Industries *we know*

Office
Organizational Parent Contract (optional) - allows for creation of parent organizations comprised of multiple DHA Minting Contracts.

Retail
Organizational Parent Contract (optional) - allows for creation of parent organizations comprised of multiple DHA Minting Contracts.

Multi-family housing
Organizational Parent Contract (optional) - allows for creation of parent organizations comprised of multiple DHA Minting Contracts.

Logistics and supply chain
Organizational Parent Contract

Downtown *tenant reps*

Marie-Claire Laflamme-Sanders
Senior Vice President / National Director, North America
Chicago, IL
+1 704 578 0564
✉ in

Guy Grainger
EMEA Chief Executive
Chicago, IL
+1 704 578 0564
✉ in

View profile ›

Featured *deals*

JLL Brokers the Sale of The Shops at Lexington Circle

Harvard Business Review

North American headquarters

Aon Center
200 East Randolph Drive
Chicago, Illinois 60601
Tel: +1 312 782 5800

View Chicago city page ›

View all locations ›

Get in touch +

62

H002

C025

C002

L026 Generic Detail

Purpose/Goal of Page:

This layout is used to share a few more details about a specific topic or theme. It can be used for children pages in corporate areas like Careers or About Us, or to support campaigns or needs. It should describe and link to offerings, articles or reports related to a specific topic. For copy-heavy pages, use the relevant Content Detail page.

Rationale:

.To engage and inform, and provide more details as needed.

Available Components:

H002 - Content Detail Hero

C025 - Data Stack w/ Copy

C002 - Content Strip

C022 - Promotional Banner (not shown)

Calls to Action:

Search jobs

Explore related pages

Perks & benefits

We're concerned with the total well-being of our people, and offer comprehensive investments to support their whole selves.

It's all about your well-being

---

well-being

We've established a holistic benefits package that takes into account your busy lifestyle and the demands of modern life. Take a look at what we offer. We think you'll like what you find.

Career
All JLL employees have on-demand access to personalized learning resources that support their professional and personal development.

Pay
We offer competitive salaries—with benefits for eligible employees, 401(k) with a company match, an employee stock purchase plan, and more.

Recognition

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achievements with meaningful recognition programs—both from their peers and from company leadership.

Wellness programs
Well-being isn't only about physical health. We offer many programs and forms of assistance to help our people achieve their personal wellness goals.

Benfits with you in mind
We work hard to develop comprehensive and customizable benefit programs that support our people and their families.

Like what you see?
Start your job search with us and find a job that matches your skill sets on our jobs search website. Get started today!

Search now >

Explore careers

Diversity
Learn more about our core values of teamwork, ethics, and excellence.

Get in touch +

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Components

Component naming conventions

Each component includes a numerical ID and a prefix abbreviation associated with it. An explanation for each component type is included below.

H = Hero Components -
Featured content blocks at the top of the web page below the navigation. (Please note that the C001 can be re-purposed as a hero component.)

C = Content Components
A broad range of components that typically contain richer content experiences but also pass users to another page.

F = Form Components
Form components that are used to convert users or gather user data.
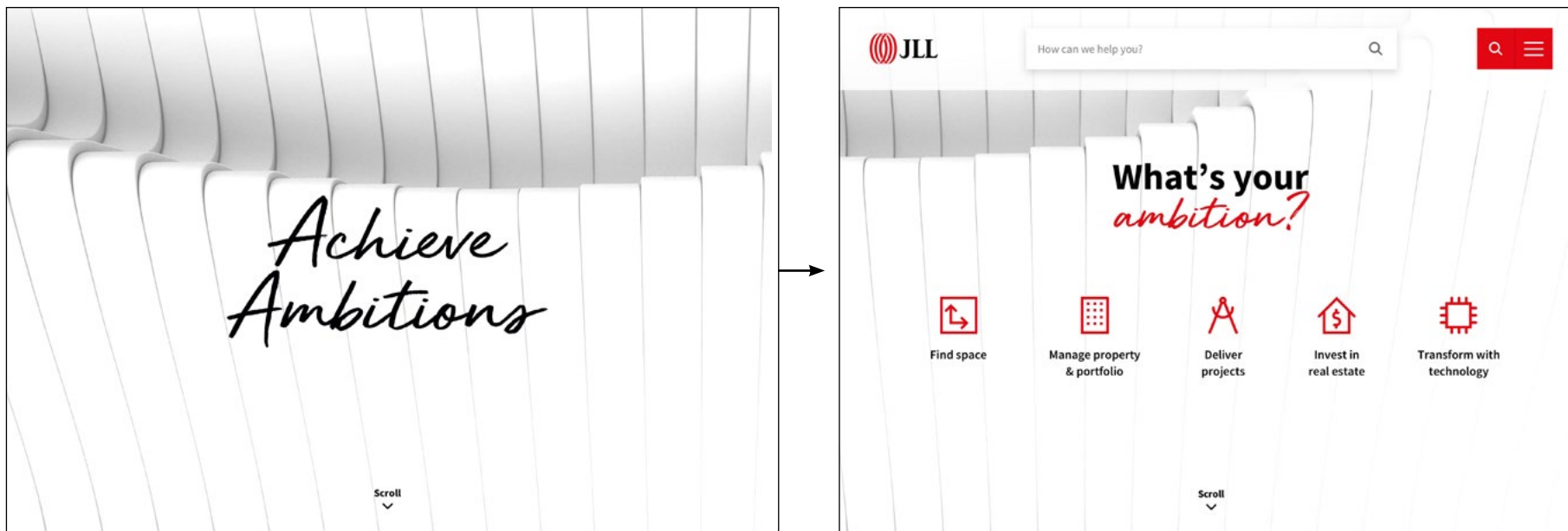
H001 – Homepage Hero

Headline character count = 20 / screen
Need Boxes character count = 25 / box

Image ratios = 16:9 desktop; mobile=9:16

The Homepage Hero makes an impactful statement that expresses JLL's commitment to helping clients achieve their ambitions and find solutions specific to their needs. It features a brand story animation that should be art directed with precise/timed animations. The images above represent the beginning and end states of the animation. Users can click on the five need states (e.g., "Find space", "Deliver projects", etc.)

Please consult with your governance team before updating this hero animation. (Note: the images show represent an initial video load screen and an instance when the user has scrolled back up to the top of the page.)

H002 – Content Detail Hero

Headline character count = 60
Subhead character count = 200

Image ratio desktop = 16:9 ; mobile = 9:16

The Content Detail Hero is the header area of an article, research report, press release or case study, and serves to introduce the subject of the page and encourage users to read on.

Authors can edit fonts and copy for the headline and subhead, and adjust the background image or video per image guidelines. (See the Typography section and Brand Hub for correct JLL Hand usage.)

Headline and subheads should be punchy and pithy, and should use keywords to help send information signals to Google and readers.

H003 – Profile Hero

Headline character count = 40
Subhead character count = 145

Image: ratio = 2:3; mobile = 2:3

The Profile Hero features short biographical information about a JLL executive, presented in an abstract format. Contact information through LinkedIn and email icons are also provided within this hero. Limit your use of this component for JLL executives only and use high resolution images to ensure the executive is presented in the best light possible.

H004 – Sub-needs Hero

Headline character count = 20
Body Copy character count = 100 recommended; unlimited

Image ratios = 16:9 ; mobile = 16:9

The Sub-needs Hero is a centered hero that features a real estate need headline and presents a succinct introduction to the page topic. This component will be a workhorse for introducing sub-need pages and is versatile enough to support thematic campaign landing pages or other corporate pages. Headline and copy are always centered.

 Authors will have the option to use the subhead copy to create longer centered copy if desired, but a shorter subhead (or none at all) is recommended for most sub-needs.

Deprecated - this component is no longer being used, use H002

H005 – Mini Hero
Headline character count = 20
Subhead character count = 90

Image ratio =

The Mini Hero is smaller in height than others. It not only draws users in with text and imagery, but the smaller height allows more components to be viewed "above the fold" on desktop. This is more directional, and helps users see more information more quickly.

Most often used on industry pages, this hero can also be used on corporate pages such as Careers or Newsroom pages.

Content authors can adjust headline and subhead copy, as well as imagery.

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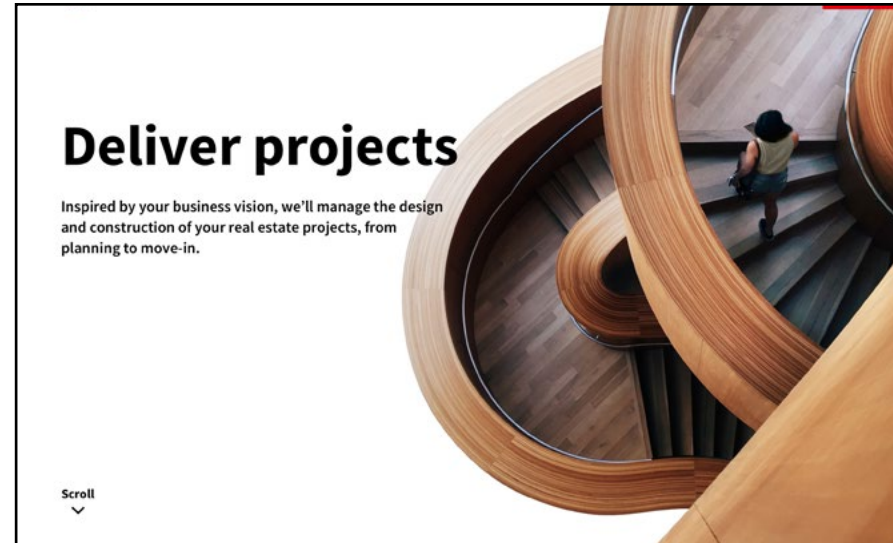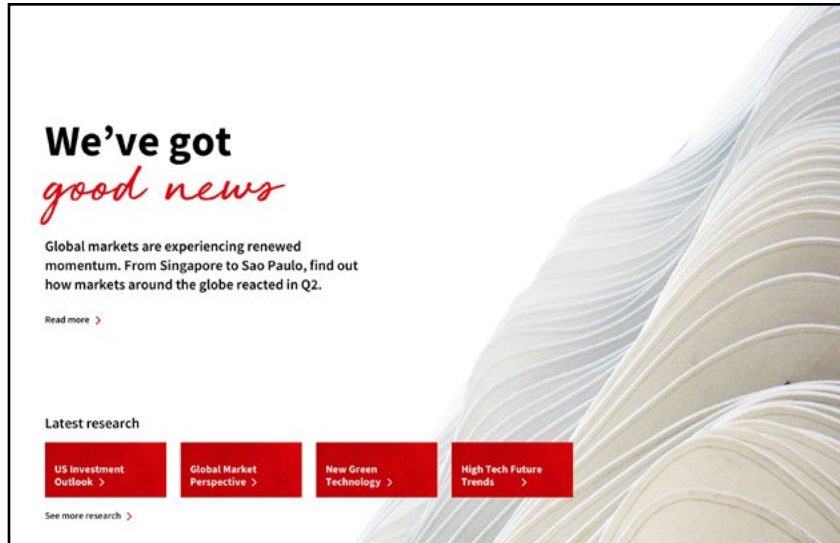
C001 – Intro Content

Headline character count = 20
Body Copy character count = 50
CTA link character count = 15
Tile Copy character count = 25 each

Image ratios = 16:9 ; mobile = 9:16

The Intro Content component is used to introduce and showcase research reports and can also be re-purposed as a Needs Hero, but without the red tiles at the bottom (see image to the right).

For research reports, highlight one report in the feature paragraph, and then link to supplemental reports in the red tiles. Up to four tiles can be used.

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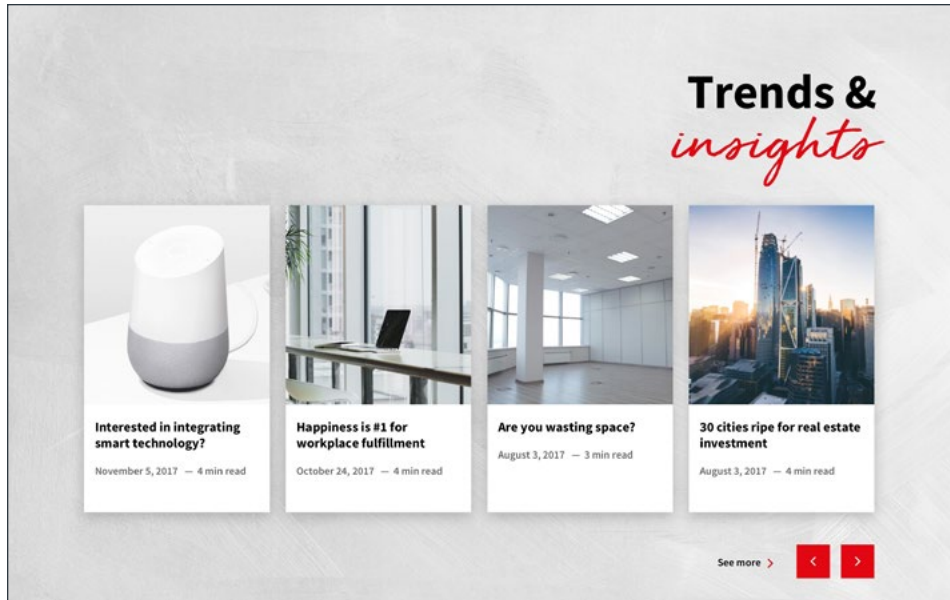
C002 – Content Strip 1

Headline character count = 20
Tile Headline character count = 35 each

Image ratio = 1:1, mobile = 1:1

The Content Strip 1 component provides quick and easy access to at least 4 related pages or content pieces. It is most often used to promote Trends & insight articles (with a link to View All at the bottom), but can also be used for featured deals, reports, news or other content.

On desktop, a carousel will activate if more than 4 items are featured. On mobile, one card is viewable and the second card "peeks" out so the user can swipe through. Although technically unlimited, the recommended limit is 6-8.
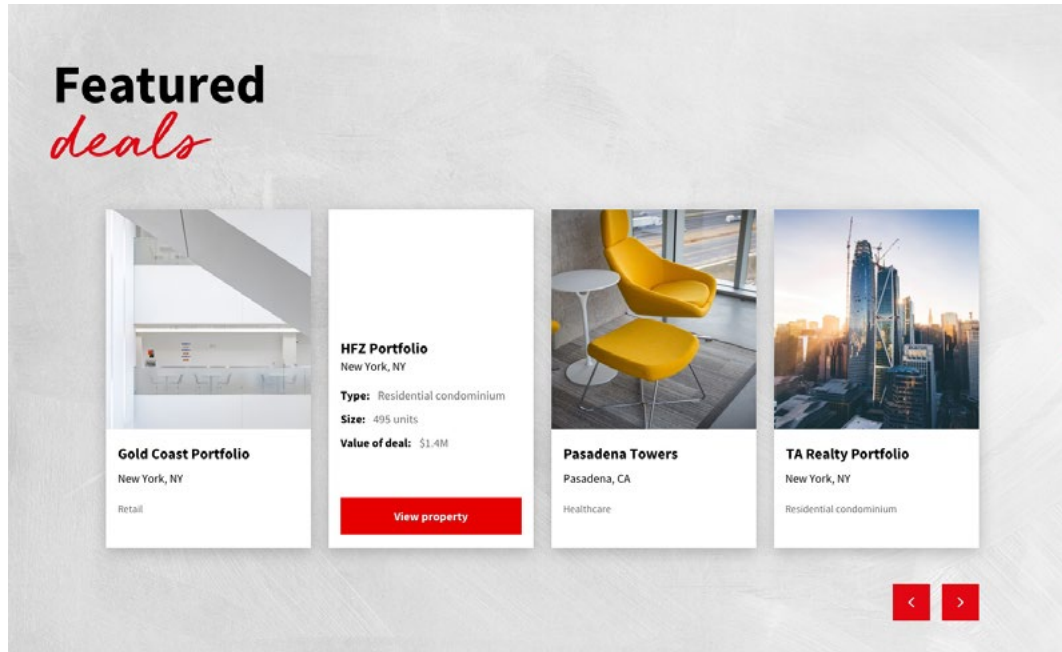
C002 – Content Strip 1 - Featured Deals variation

Headline character count = 20
Tile Headline character count = 35 each (property details will wrap to additional rows)

Image ratio = 1:1, mobile = 1:1

The Content Strip 1 Featured Deals variation component displays at least 4 featured deals. The Featured Deals variation includes an image of the featured property with the name of the property, its locations and the industry it is best suited to serve. On hover (desktop) or on tap (mobile) the card flips over to reveal additional information about the property with a CTA to visit the relevant property finder.

On desktop, a carousel activates if more than 4 items are featured. On mobile, one card is viewable and the second card "peeks" out so the user can swipe. Although technically unlimited, the recommended limit is 6-12.

C003 – Content Strip 2

Headline Character Count = 20
Tile Captions Character Count = 15
Hover Text = 75
CTA = 10

Image ratio = 1:1, mobile = 1:1

This component is mainly intended for case study previews, but can be used to tease other featured content. On hover, a tidbit or a pull quote should be used to add context, with a link to a relevant detail page. The main headline ("Ambitions achieved") can be updated depending on where and how the component is being used, and can be left or right aligned.

A carousel will activate if more than three pieces are featured. Although technically unlimited, recommended limit is 6-12 pieces.

Component shown with video CTA, to promote a case study or testimonial

Component shown without video CTA, to promote a specific data point

C004 – Carousel 1
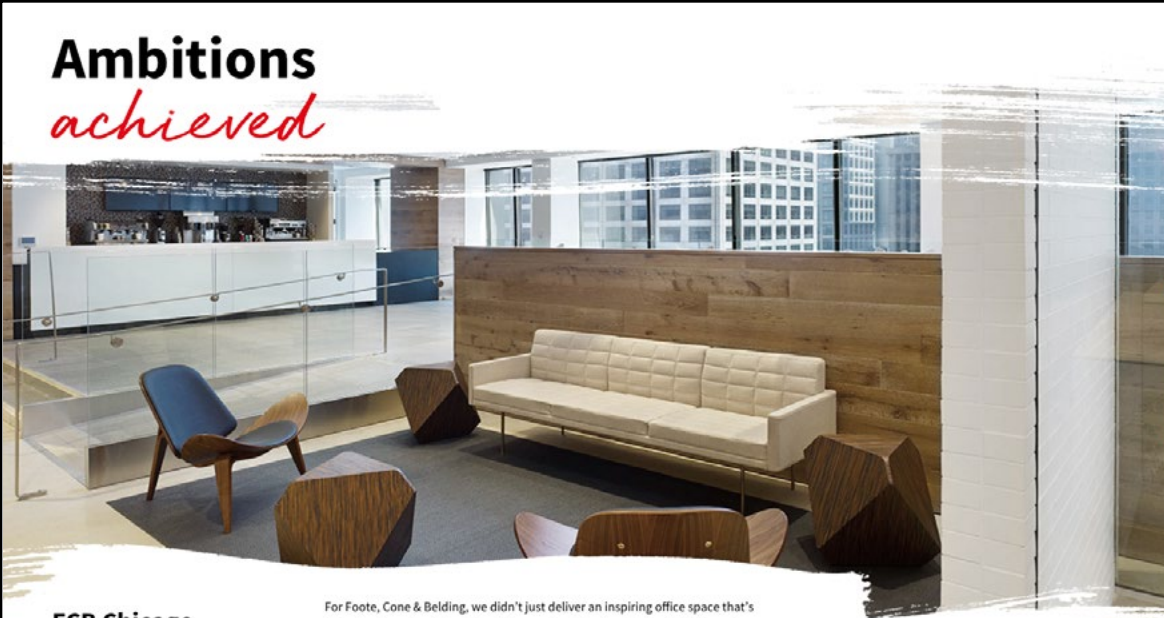
Headline/Quote character count = 45
Sub-head character count = 65
CTA character count = 20

Image ratio = 16:9 ; mobile = 9:16

The Carousel 1 component is a full-width carousel that can feature videos, success stories or data points. It can be used on the home page, needs pages, campaign pages, insights, or elsewhere to attract and engage. It is similar to C006, but is a carousel rather than a single image. Content authors can use the CTA buttons to launch videos or link to reports, articles or other pages. Videos will play in lightboxes that display over the component.

Using pull quotes and real people, as well as correct usage of the JLL Hand font, improves the impact of this component.

C005 – Carousel 2

Headline character count = 20
Subhead character count = 25
Body copy character count = 185

Image ratio = 16:9 ; mobile = 9:16

The Carousel 2 component features full-width images with short teaser descriptions that provide a key highlight and inspire the user to click through to a detailed page or to other images in the carousel.

This component is used primarily to feature case studies, but can also be used to showcase technology solutions, or other featured services or tools. A cinemagraph (GIF) or ambient video can also be used to convey movement and vitality.

Deprecated - This component is no longer being used, instead use C004

C006 – Video Promo

Headline/Quote character count =45
Sub-head character count = 65
CTA = 10

Image ratio = 16:9 ; mobile = 9:16

The Video Promo component is intended to feature a high-level synopsis of a case study or success story, enhanced by video or link to a relevant page. The video opens as a lightbox overlay. Using a pull quote and real customer image increases the credibility and impact of this component.

This component is similar to C004 - Carousel 1, but the image can "bleed" across the full-width of the screen (the image, therefore, must be positioned so as not to diminish the readability of the copy).
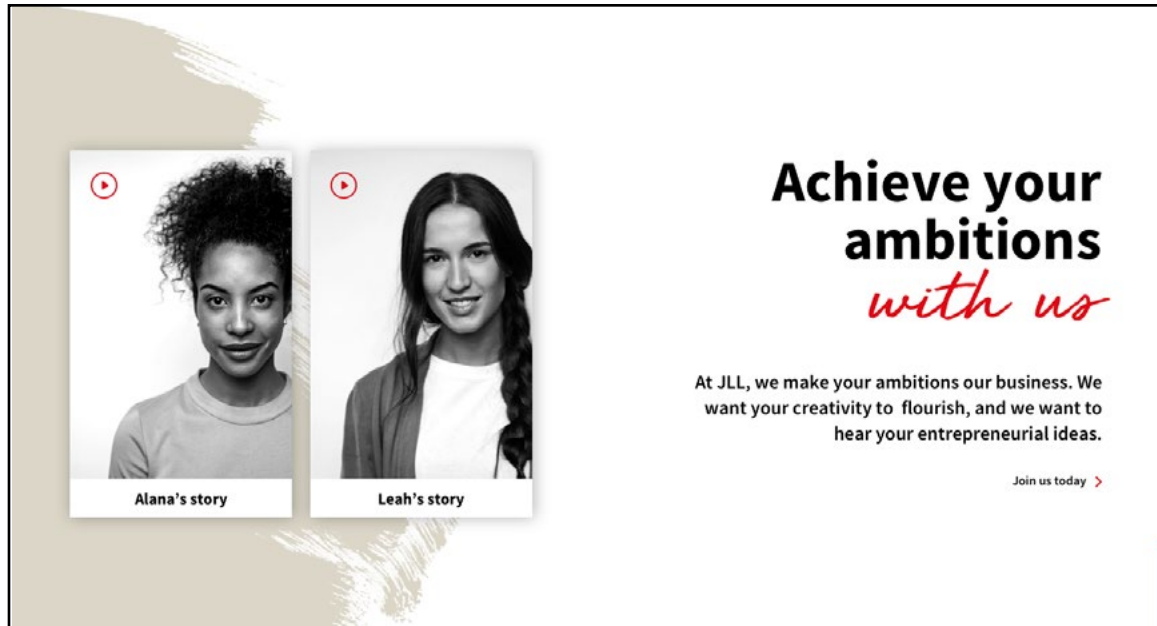
C007 – Video Tiles

Headline character count = 30
Body Copy character count = 100
CTA =10

Image ratio = 9:16 ; mobile = 1:1

The Video Tiles component features real-life JLL employees or clients, with links to short videos. On the home page, this is used to feature employees who share their stories about working for the company. It can also be re-purposed on campaign pages or elsewhere to feature short, personable videos.

Component content should emphasize authentic JLL values, both in the imagery and the words selected.

Images can be aligned right or left
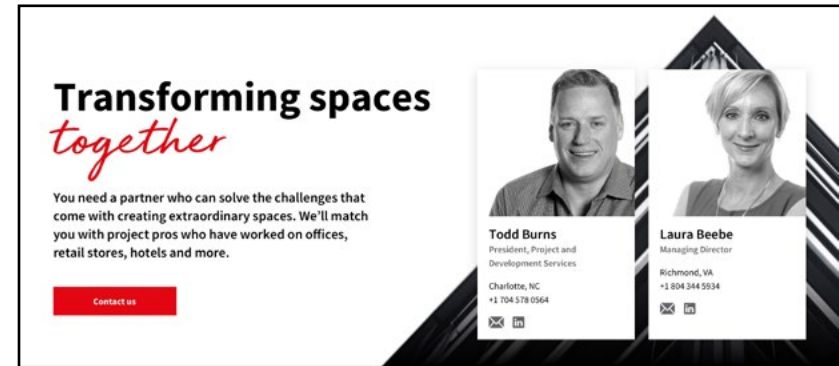
Variation with employee tiles

C008 – CTA Banner

Headline Character Count = 20
Body Copy Character Count = 145
CTA Character Count = 10

Image ratio for headshot = 1:1
Image ratio for main image = 16:9 ; mobile = 9:16

The CTA Banner breaks up and/or bookends a page with imagery, copy and a strong CTA to encourage users to take the next step in their journey.

This component is used throughout the new JLL site, especially on needs pages, industry pages, case studies, city pages, campaign pages and more. Copy should be a warm, user-centric paragraph about how JLL can meet a client need. Pull quotes can also be included and images can be aligned to right or left of the copy. Employee tiles can be added to feature specific employees.

CTAs can be simple links to articles, related pages, PDFs or video promos, or can launch modals for gated content or contact forms .

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Version with Share Buttons, Read Time and Byline

Version with no Share Buttons, Read Time or Byline.

C009 – Copy Block

Body Copy character count = Unlimited

The Copy Block component is, as its name implies, a block of copy mainly intended for the article, press release, case study and research report sections of the site. It can also be placed strategically throughout the site when longer blocks of copy are required to explain a topic.

Share buttons, read time, bylines and boilerplate may be shown or removed as needed per the requirements of the article, press release, case study or research report. Authors can select a drop-cap for use in the first paragraph when appropriate for their location.

> *"All you'd need to do to reorder would be to ask your device to resend the last delivery."*
>
> **Arielle Einhorn**
> Senior Research Analyst, JLL

C010 – Pull Quote

Quote character count = ~80
Author character count = ~35

The Pull Quote component is used to magnify a meaningful piece of copy from the page, underscoring the intended message. Use the Pull Quote to break up long blocks of copy. Select your pull quote from the article it supports. The more insightful the pull quote the better, as it will increase engagement and time spent on the article.

Component-specific font guidance: Authors can use Source Sans Pro for entire quotes or they can add JLL Hand for a meaningful word or two,

Ideas fuel our *ambitions*

Voice recognition technology is the next iteration of online shopping

C011 – Image with Caption Overlay

Headline character count = 25
Subhead character count = 55

Image ratio = 16:9 ; mobile = 9:16

This component uses an image and related text to break up longer blocks of copy. It could be used as an artful subhead within an article or report, or as a way to provide supplemental information about the article or report. It can also be set up as a vertical carousel to include multiple snippets of copy and images/ambient videos.

Think of this component as a more advanced expression of a pull quote or as a way to create a supplemental story within a story.

C012 – Content Mosaic

Headline character count = 20
Article Title character count = 35
Teaser Copy character count = 145

Thumbnail Image ratio = 3:1 ; mobile = 3:1
Abstract image ratio = 9:16 ; mobile = 9:16

The Content Mosaic component is used to preview articles, reports, and news releases. Each preview has a relationship to the content on the child page where the "Read more" will take users. Use the article's headline and a short, informative subhead to pique the reader's interest. The first content piece includes a thumbnail image.

An accompanying abstract image or brush stroke may be used in the background to add visual interest, but is optional for this component.

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Photo caption here Integer posuere erat a ante venenatis dapibus posuere.

Photographer credit: Ema Peters
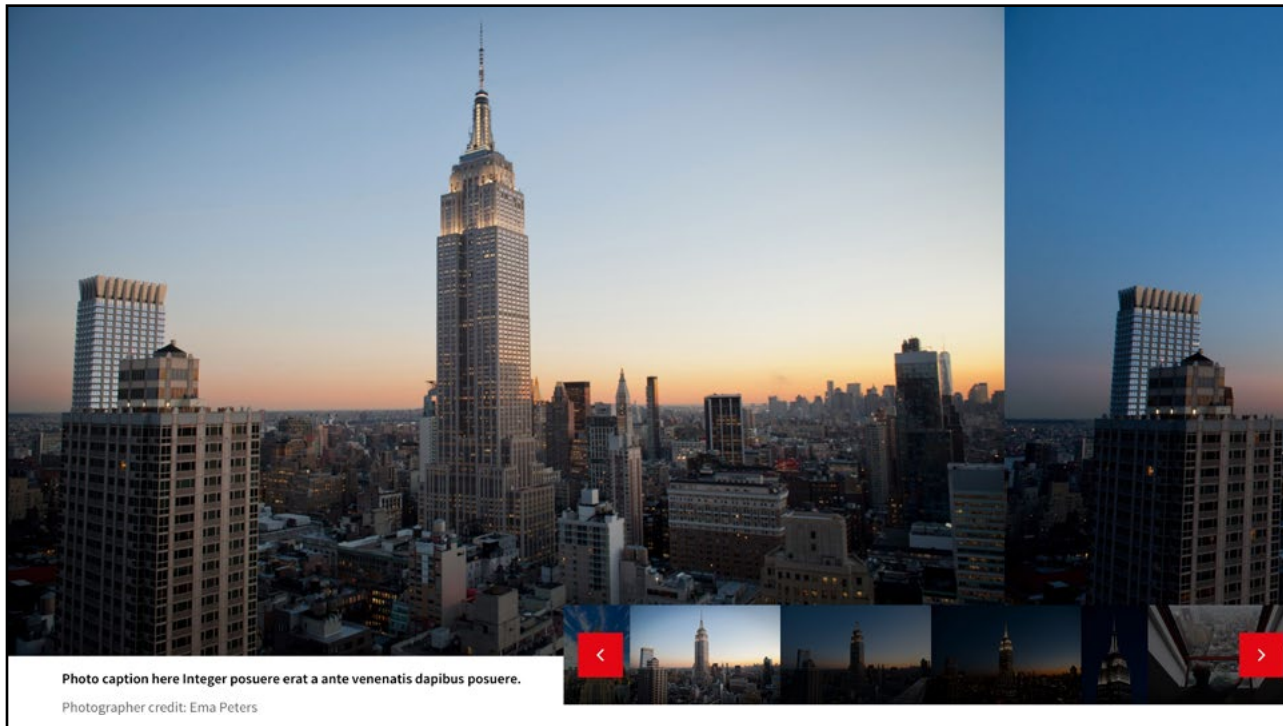
C013 – Photo Gallery

Caption character count = 60
Photo Credit character count = 35

Image ratios = 16:9 ; mobile = 16:9

The Photo Gallery component tells a visual story of JLL's expertise and success satisfying a client need, or experience in a specific industry, service or location. This component is especially useful on case study pages, but can be used on other pages where a photo gallery is helpful.

Each image and caption should be SEO-optimized and caption copy should clearly and uniquely describe the image. This component works best with at least 5, but no more than, 10-15 images.

Location
New York, NY
United States

Spotlight
6,514 windows
retrofitted

Value
38% reduction in
energy consumption

Square feet
2.8M

C014 – Stat Row (Data Strip)

Stat Label character count = 10
Stat Copy character count = 30

Icon ratios = 1:1 ; mobile = 1:1

The Stat Row component highlights impactful, relevant data points within distinct categories, such as location or value. This is especially useful on research reports, case studies, articles or other pages where a user may want quick information on a project, trend or campaign. It should be paired with a copy block component.

Authors can select categories and related icons, and input the copy. Stat copy should be meaningful, but also easy to understand and quick to scan.

C015 – Featured Properties

Property Name character count = 30
Address character count = 60 (2 lines)
Body Copy character count = 90
Size character count = 10-15

Image ratios for both tiles = 1:1 ; mobile = 1:1

This component showcases up to 5 property listings selected by the author. Only one property tile will display at a time in a carousel on the left. Each property tile includes an image, short description, property type, size and a link to the listing, all of which the author can add or edit. The Property Finder box on the right will link to the JLL Property Finder and cannot be changed.

This component is most useful on the Find Space needs page, but it can be used anywhere it would make sense to drive users to featured listings.
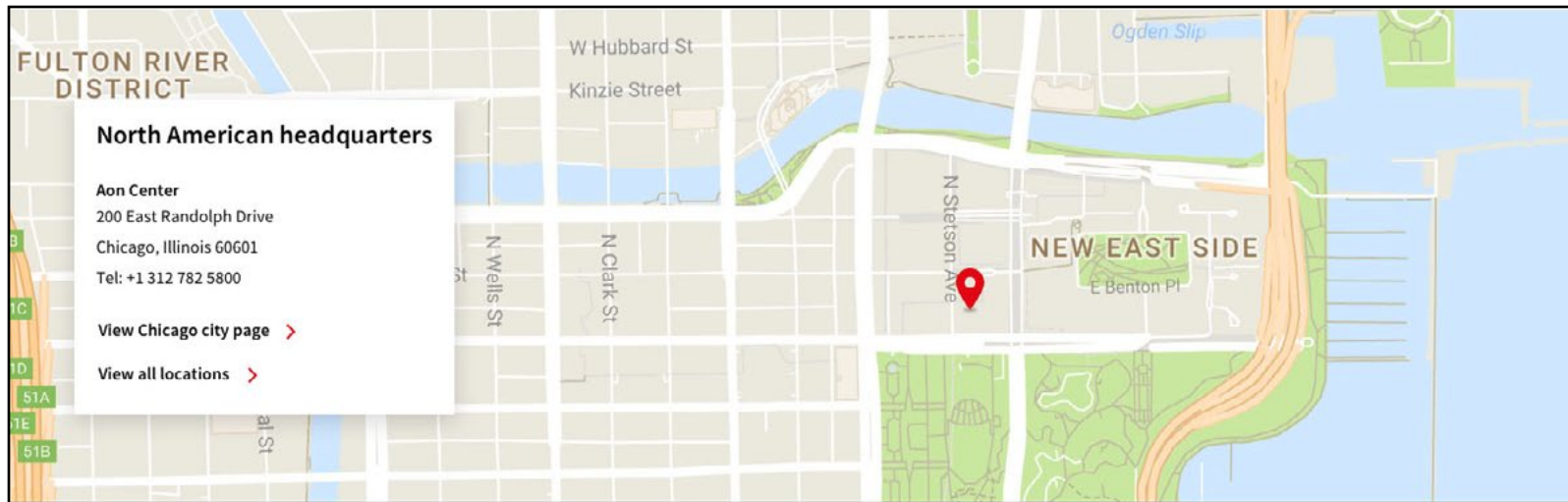
C016 – Nearest Location (Map)

Headline Character Count: 50

This component displays the address and location of a JLL office. It includes links to the relevant location page and to a page listing all locations.

It's used on City pages and as part of the Contact us page template, and anywhere else a map with location information is helpful.

Breaking down
the numbers

Rank	Street name	Market	CBD or suburbs	Avg. full service rent (Q3 2017)	Average market asking rent ($/sq.ft.)	% premium from street avg. to market avg.
1		Francisco Peninsula	Suburbs	$119.38	$59.29	101.3%
2		York	CBD	$116.04	$71.72	61.8%
3		Francisco	CBD	$93.68	$74.22	26.2%
4		ton	Suburbs	$90.00	$36.95	143.6%
5	Greenwich Avenue	Fairfield County	CBD	$86.53	$36.41	137.7%
6	Pennsylvania Avenue	Washington, DC	CBD	$80.00	$41.00	95.1%
7	Ocean Avenue	Los Angeles	Suburbs	$78.20	$39.91	95.9%
8	Boylson Street	Boston	CBD	$68.87	$36.95	86.4%

Tooltip: Housing a variety of hedge funds and financial services companies, Greenwich Avenue is also lined with upscale retailers and restaurants. Rents average $86.53 per square foot, with top rents coming in at $101, a whopping 177.4 percent premium compared to the rest of Fairfield County.

C017 – Table

Headline character count = depends on number of columns (please assess on a case-by-case basis)
Column Label character count = depends on number of columns (please assess on a case-by-case basis)
Data Fields character count = depends on number of columns (please assess on a case-by-case basis)
Tooltips Copy character count = 230

The Table component shows detailed findings from a research report or other data source. This component is of most use on research report detail pages, but can also be used on campaign pages or where a table can help a user dig further to learn more.

Authors can edit the headline, column labels, data fields, and, if needed, can add tooltips to provide more information about a specific field.

C018 – 3-Up Content

Main Headline character count = 15
News Release Headline character count = 50 (these are
pulled dynamically from the news release)
CTA character count = 15

The 3-Up Content component dynamically displays the six most recent press releases on the Newsroom landing page. It can be placed anywhere on a page, and will show the title, location, date and the first three lines of copy. Selecting "Read more" will take the user to the news release details page.

Content authors can choose placement on the page and edit the headline and CTAs.

C019 – 4-Up People Finder

Main Headline character count = 20
Employee Headline character count = N/A (name pulled from a database - fits in two rows)
Promo Box header character count = 20
Promo Box copy character count = 75
Promo Box CTA character count = 15

Image ratios = 1:1 ; mobile = 1:1

The 4-Up People Finder component provides quick access to team members or other groups of employees or brokers. Similar to the People Finder page (L021), employee tiles will show an image, title, location and contact information for each member. Executives will have a link to a profile page.

Content authors can customize this component by editing the headline text and font styles. They can also add or remove employee tiles, and can add a promo box, as shown above. For promo boxes, authors can add header text, copy, and CTA. Use this component on Team pages and for campaigns.

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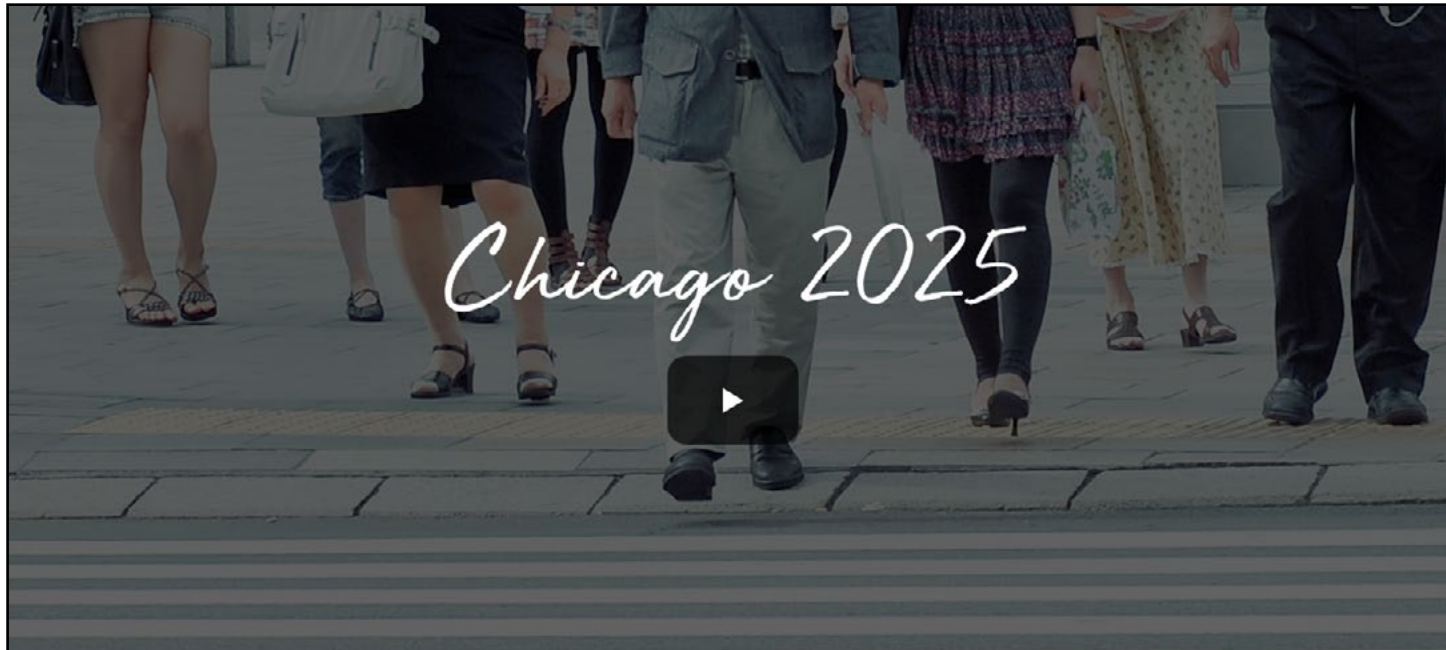
C020 – Full-width Video

Title character count = 20

Image ratios = 16:9 ; mobile = 9:16

The Full-width Video component appears in-line on a page, such as a Team Page, About Us page or any page where a video can support the other content. The video will play inline using Brightcove controls. Once the video begins playing, users will have standard video controls and can view the video full-screen if desired.

Content authors should make any changes, including title changes and static image changes, in Brightcove.

Hiring
tips

Dress for success   -

At JLL, we make your ambitions our business. We want your creativity to flourish, and we want to hear your entrepreneurial ideas. We embrace different perspectives and we're interested in yours.

A career at JLL means every day is different. With more than 70,000 employees worldwide, we have a presence in over 1,000 locations in 80 countries. Our expertise in commercial real estate is game-changing, and we continue to be trailblazers in market-leading knowledge, technology and insight.

View all hiring tips >

Your resume speaks volumes   +

Practice, practice, practice   +

C021 – Accordion

Headline character count = 25
Accordion header character count = 25
Body character count = unlimited

The Accordion is a functional component for quick and easy access to information. It can hold a large amount of text or number of links in as many categories as necessary. Each drawer can also hold other components, such as the Media Contact Tiles component (C024).

Authors can edit the headline text and font styles, as well as the accordion drawer headers, body text, and link text and destinations. The first accordion drawer will display by default.

Banner with a "kicker" mini-headline, headline-copy and form field, with an image background
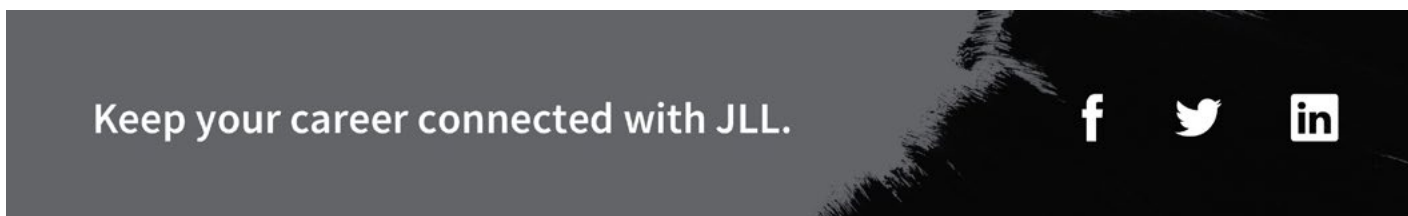
Banner with social media icons and a brushstroke background.

Banner with standard CTA and white background image

C022 – Promotional Banner

Kicker character count = 25
Headline character count = 50 (2 lines on desktop, max 6 lines on mobile)
CTA character count = 20

Image ratio = 4:1 ; mobile = 1:2

The Promotional Banner component breaks up a page to drive users to take action, such as subscribing to a newsletter, going to a related page, contacting a broker or viewing a JLL social media property. It is used on industry and corporate pages, and throughout the Trends & insights experience.

Content authors can edit the kicker, headline copy and font, and CTA. They can also select the background brushstroke or image. An email form field is also an option, as are up to 3 social media icons (but a form field and social icons cannot be used together).
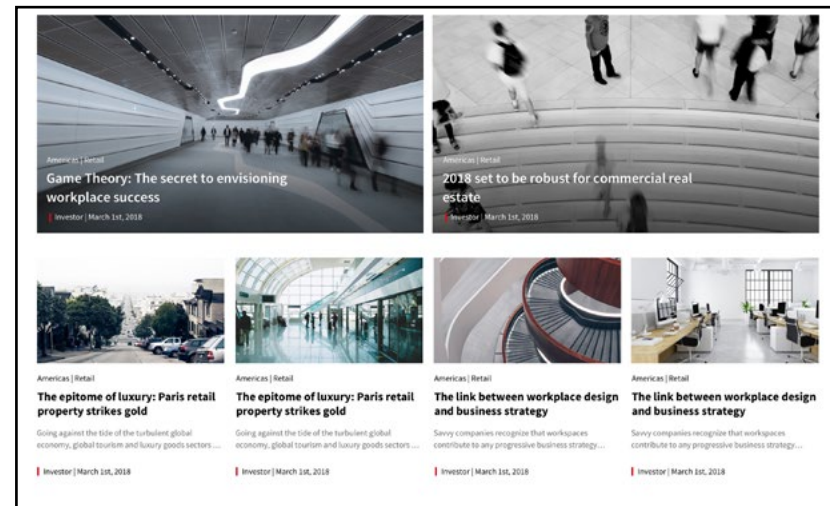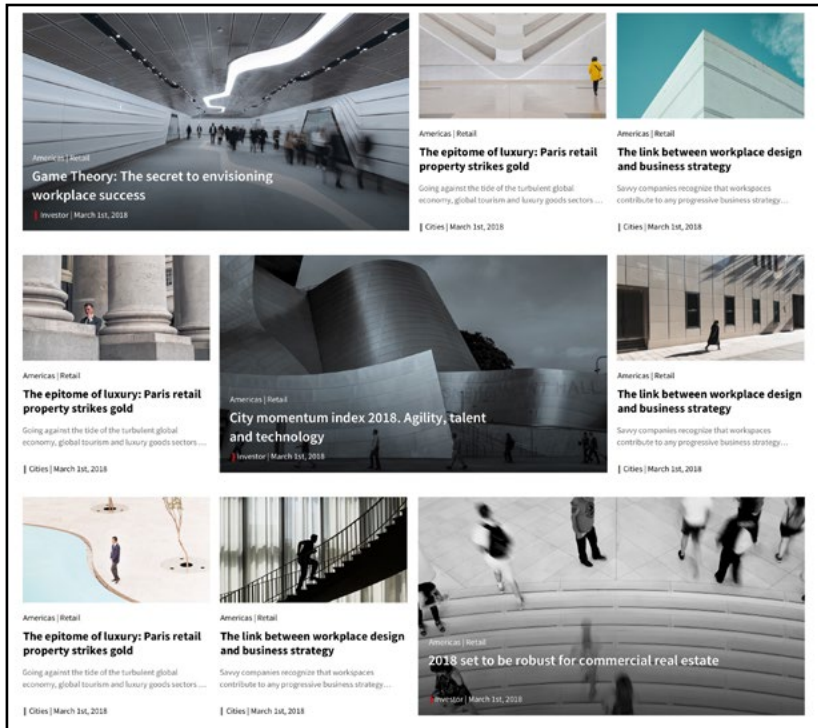
C023 Articles Grid has 5 possible author-able combinations:
50% - 25% - 25%
25% - 50% - 25%
25% - 25% - 50%
50% - 50%
25% - 25% - 25% - 25

C023 – Articles Grid

Featured Image Ratio = 16:9 ; mobile = 16:9
Latest teaser Image Ratio = 16:9 ; mobile = 1:1

The Articles Grid component contains article teasers used on the Trends & insight landing page and child category hubs. 50% "Featured teasers" have larger images with headline copy, while 25% "Latest teasers" have thumbnail images, headlines and subhead copy.

Content authors can select how many featured or dynamic articles appear in each of the three rows (see combinations above). Each article tile includes metadata (Location and Industry above the headline, Category and Date below). Metadata is generated by the tags created for each article.

Gayle Kantro

Chicago, IL
+1 704 578 0564

Joanne Bestall

Chicago, IL
+1 704 578 0564

Kyle Bauer

Chicago, IL
+1 704 578 0564

Katie Sershon

Chicago, IL
+1 704 578 0564

Gayle Kantro

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+1 704 578 0564

Kyle Bauer

Chicago, IL
+1 704 578 0564

Joanne Bestall

Chicago, IL
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Katie Sershon

Chicago, IL
+1 704 578 0564

C024 – Media Contact Tiles

Media Contact Tiles offer journalists and others access to global and local media contacts across various business lines. Each tile includes a contact's name, location, phone, email and social media, pulled from a list of media contacts in AEM.

These contact tiles are used on the Newsroom landing page, nested in Accordion drawers for each line of business. They can also be used on non-media pages, such as Industry pages. Hovering over a tile allows users to call or access social media pages.

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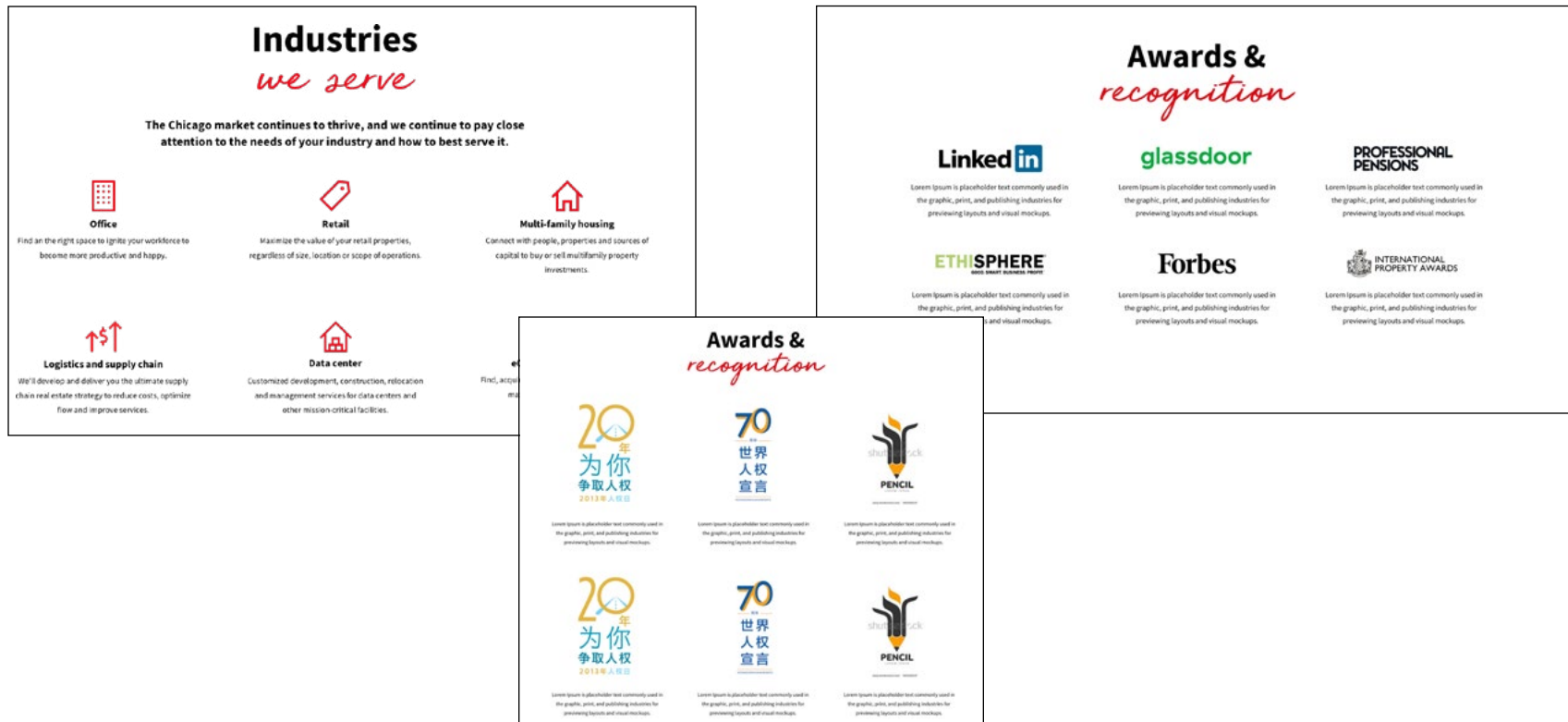
C025 – Data Stack

Headline character count = 25
Subhead character count = 100
Tile header character count = 20
Tile copy character count = 110

Image ratios horizontal = 16:9
Image ratios vertical = 1:1

The Data Stack is a flexible component that can highlight a variety of quick facts about a topic. This component can be used on industry pages, About us, Team pages and anywhere a grouping of points or facts is needed (excluding the Home and Needs pages).

Authors can select the imagery or icons, and edit the headline, subhead, tile headers and text. These elements can also link to overlays, child pages or PDFs as desired. For more than 6 items, additional rows of content can be expanded and displayed. If desired, authors can create a tile that does not contain an image and includes only title, copy and link. Authors should use all horizontal or all vertical images -- do not use a mix of horizontal and vertical.

Call us

Reach out to a JLL contact by phone

Tel: +1 800 555 5555

Looking for a broker?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text.

Find a broker
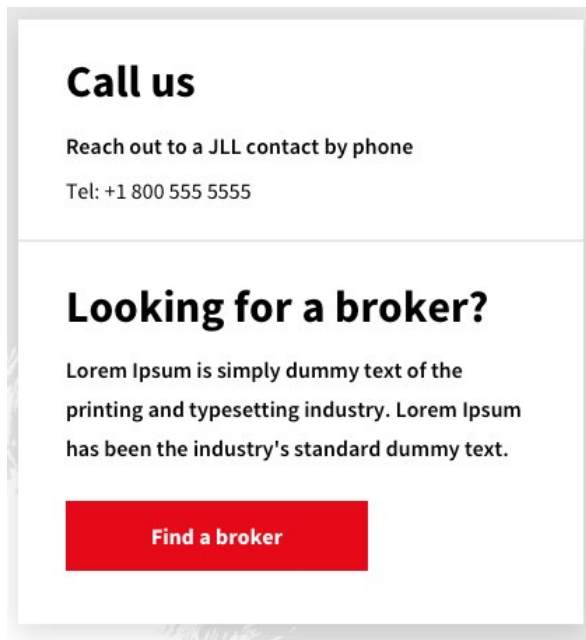
C026 – Open Card
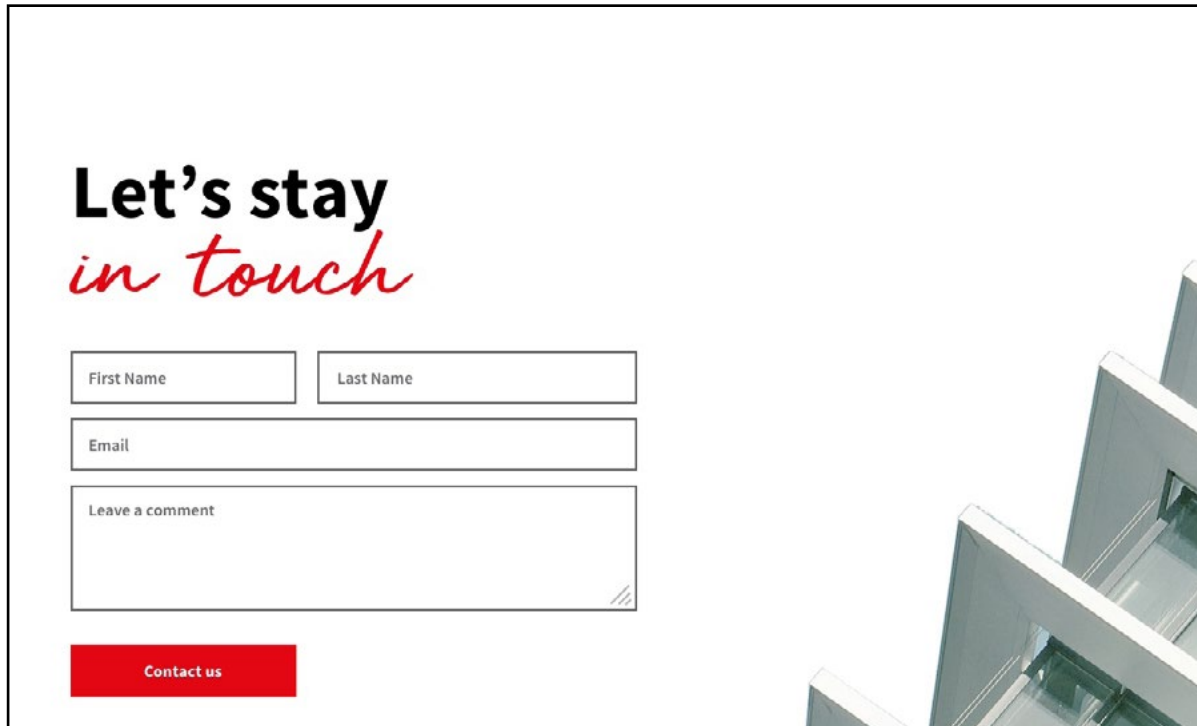
Headline character count = 25
Body character count = up to 200
CTA character count = 10

The Open Card component is a versatile component that can be used anywhere a call-out is needed. It is used on the Contact Us page to provide immediate access to a phone number and the People Finder.

Authors can use whatever elements, text and styling they need (e.g. dividers, subheads, buttons, etc.) on this component. Place three in a row and stack across multiple rows as needed.

F001 – Generic Form

Headline Character Count = 30

Image ratio = 16:9 ; mobile = 9:16

The Generic Form is a simple contact form with a CTA that can be used on any part of the site that requires a form. Try to keep the form fields limited to the required fields in order to improve conversion. Use warm, friendly headlines and CTAs for this component.
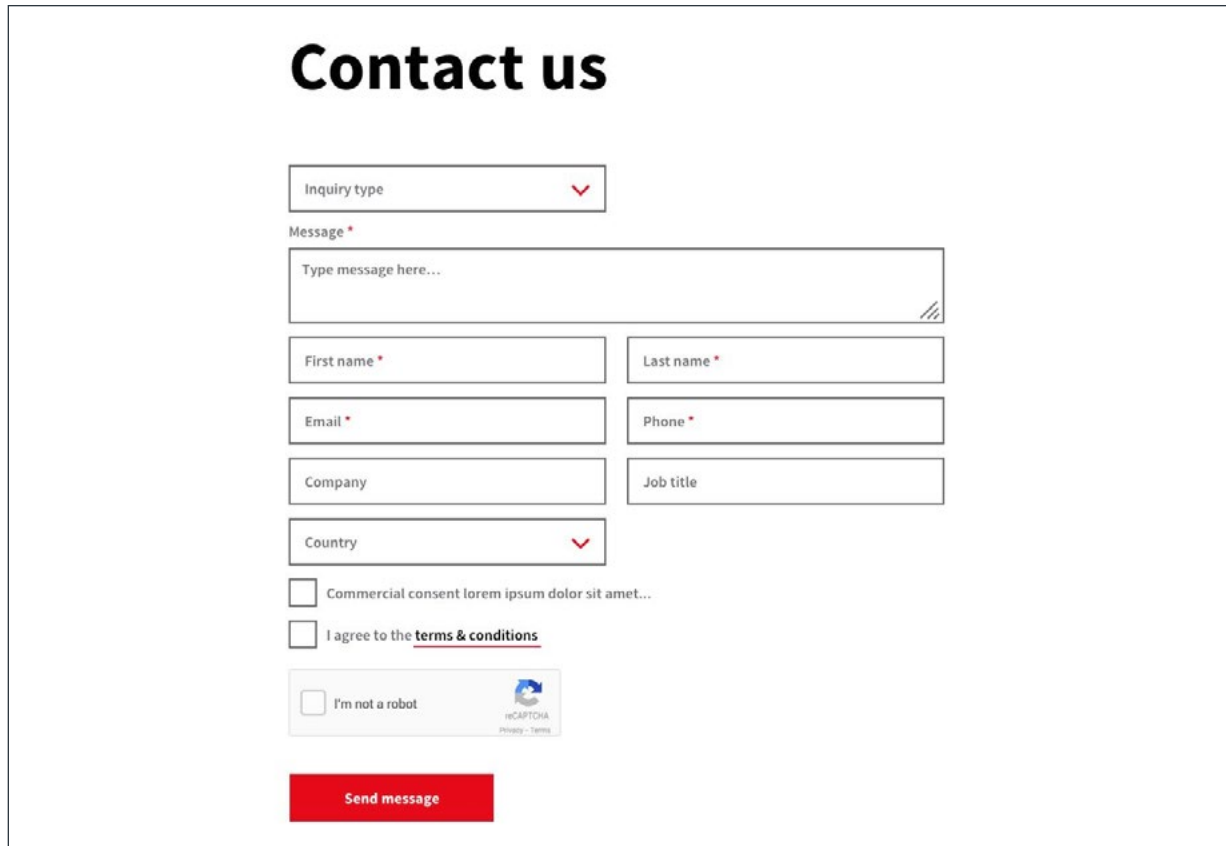
F002 –Gated Form

Headline character count = 35
Subhead character count = 100

The Gated Form is used to unlock premium content. Once the user enters the required form information, the gated content will unlock and the user will be able to access the PDF version of the content (usually a report) and any other HTML content that is presented in addition to the teaser summary that appears before the gated form. Content authors may allow for the download of multiple reports at once with this component.

F003 –Contact Form

Headline character count = 25
Subhead (optional) character count = 100
CTA character count = 10

The Contact Form component has more fields than the Generic Form and is used to gather slightly more detailed information about a user.

Content authors can edit the main headline, add subhead copy as needed, and adjust form fields as required. Form submissions will go to Eloqua. Consult with your governance team before editing.

NAV001– Sub-needs Navigation

Headline character count = 30
Sub-head character count = 80
Tile Headline character count = 15-20
Tile Copy character count = 90

Brushstoke image ratio = 16:9 ; mobile = 9:16

The Sub-needs Navigation component sets up the Needs pages and should include a short, ambitious headline with a quick subhead describing how JLL can meet a customer's need. Each sub-need tile on the left should include an action verb and short-description to inspire the user to click through to the relevant child page. Icons and hover state color can be changed. This can hold up to six tiles.

This component can be used on other non-need pages, such as About Us or Career landing pages.
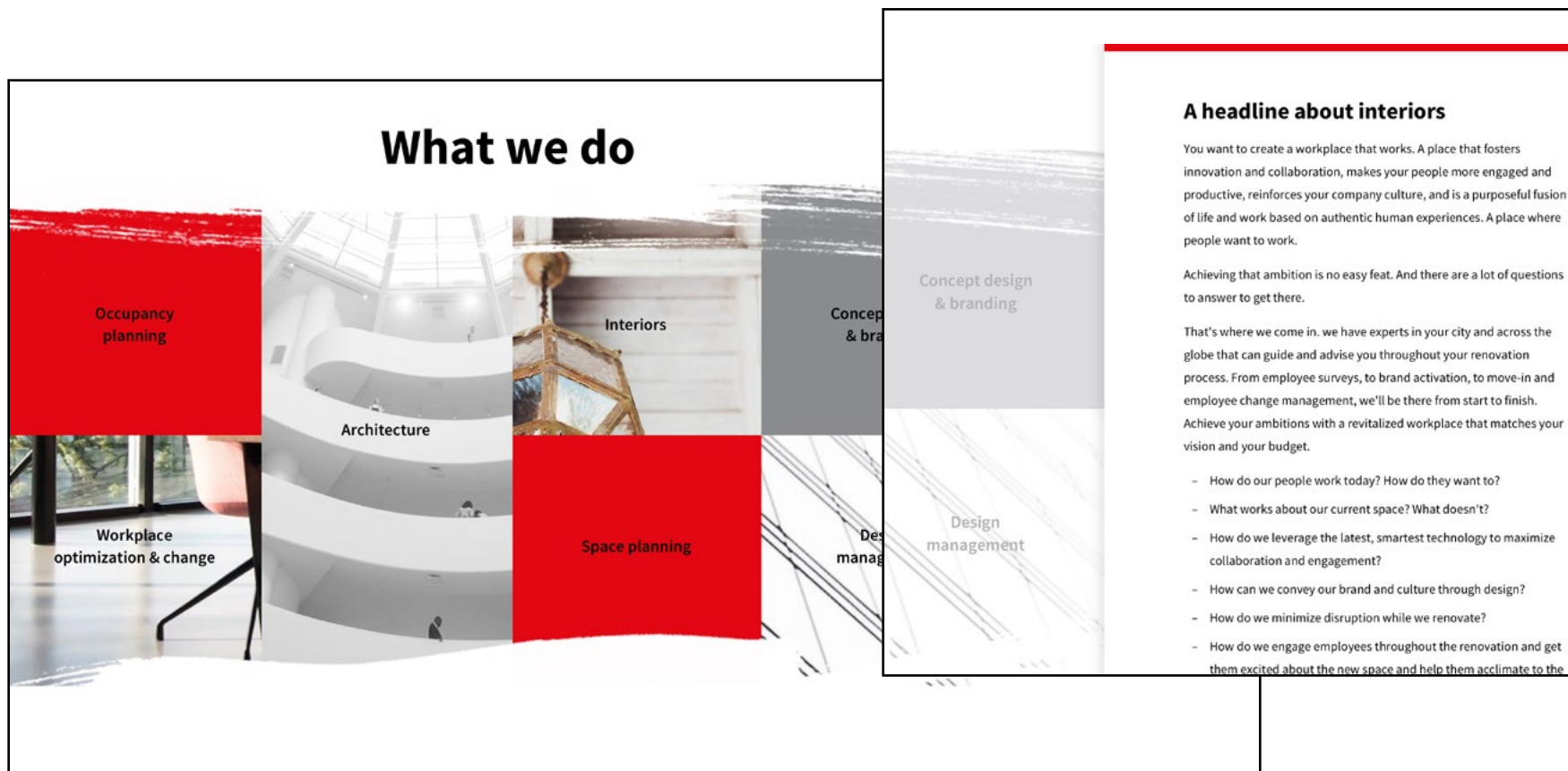
NAV002 – Service Navigation

Tile Headline character count = 25 each
Modal Headline character count = 20
Modal Copy character count = unlimited

Image ratios = 1:1 (square), 1:2 (rectangle) ; mobile = 1:1

The Service Navigation component is a mosaic grid used to promote JLL service capabilities. Clicking on a service tile can reveal a pop-up modal with a summary of the service, or, for services with high SEO value, can link to a child page about the service capability.

The number of items placed here (up to 8) will determine the layout of the grid. Use an odd number of items for the most visually pleasing results.

NAV003 - T&I Topics Header

The T&i Topics Header is a filter-driven navigation tool that helps users find the content they need or want more quickly. Selecting one of the terms will re-load the Trends & insights landing page with content tagged only to that term. Ideally, the header should hold no more than five terms.

Important note: Content authors should verify changes to nomenclature with their governance team. Name changes should take into account the available space on mobile. Introducing longer names will cause the last navigation item to appear "off-canvas" and users will need to swipe to reveal the additional navigation items.

NAV004 – Location Finder

The Location Finder makes connection with JLL brokers and offices easy and simple, while also showing the depth and breadth of JLL's global reach. This component shows specific office addresses, phone numbers, emails, and links to relevant city pages and maps.

By default, users will see locations in their region first, but can expand or limit their results with a more targeted, filtered search. This content can only be edited or removed by the global governance team.

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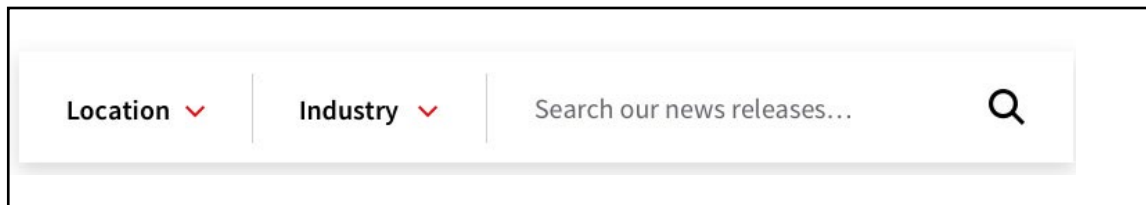
Inline Search on Desktop
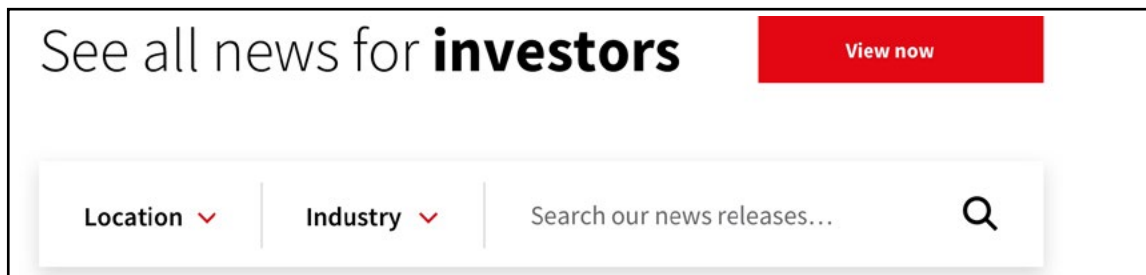
Inline Search on Desktop with Headline and CTA

Inline Search - minimum desktop experience and default mobile experience

NAV005 – Inline Search Bar

Pre-filled copy in search bar character count = 25
Headline character count = 25

The Inline Search Bar helps users find content within a specific section of the site and, on desktop, can return filtered results. It is most useful for journalists seeking press releases, but can also be used on Trends & insights category Hub Pages. This component can be placed anywhere on the page, but is of most use when placed closer to the top of the page or adjacent to a relevant section. Content authors may add a headline and CTA button above the bar. The bar may be aligned left, center, or right.
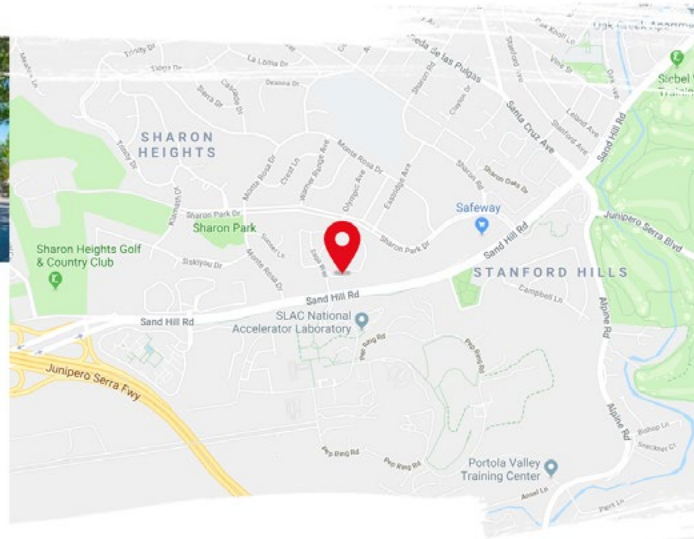
IN001– iFrame Integration

The iFrame Integration component is an open canvas area developed to pull in content, such as interactive maps, text and data, from external sources such as Tableau and custom HTML or Javascript libraries. This component is most often used on campaign pages, but can be used elsewhere whenever customized interactive content is needed to tell a more robust story. Code must be optimized to conform with site performance standards and should be vetted through website governance teams.

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IN002– Social Share

The Social Share component helps users share a page to their own networks. This is most useful on campaign pages, articles, reports or other in-depth content pages, but can be used almost anywhere. Making it as easy as possible to share JLL content not only helps users, but also benefits the brand and is a best practice for SEO.

Authors can adjust the alignment of this component to right, left or center wherever the component is placed on the page.

Content strategy

Core content strategy statement

What is the organization's mission?

Help clients achieve their commercial real estate ambitions

For whom are we creating the content?

Visionary investors, developers, business owners

What are the business goals of the content?

To increase subscribers to our services and publications; inspire frictionless pairing between client and broker/consultant/ property

What are the content objectives?

Demonstrate how JLL helps solve client's real estate needs.

What is the content's mission?

To articulate a future-forward, compelling vision of commercial space

Substance - what is the content about?

- How we solved a problem or spotted an opportunity (Case studies)
- Insights we have about commercial real estate (Articles)
- Using data to predict what might happen next in commercial real estate (Research)
- Commercial real estate investment trends (The Investor)

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Website content strategy

Deliver a customer-centric approach to our target audiences and meet their commercial real estate needs.

"The story isn't occupancy planning, the story is if you have a problem, we will fix it; if you need more space, we can figure out how much you need."

Overall goal of the website
The purpose of the JLL website is to:

Build Brand Awareness and Elevate Brand Perception - Reinforce the JLL brand and strengthen customer relationships

Inform and Inspire - Establish thought leadership and stimulate curiosity through our research and trend pieces, and ultimately increase subscriptions to JLL content offerings

Generate and Nurture Leads - Use data capture and activate a sales conversation with a broker

Storytelling content pillars

- The Human Experience
- Innovation & Technology
- Client Needs (Needs Focused)
- Data Drives Decisions (Data-Driven)

Messaging architecture

Brand messaging

Brand promise

Achieve Ambitions

Believing in the human side of business makes us better at the business side of business.

Delivering what our clients want to achieve.

Working in our stakeholders' best interests.

And it's helping our people reach their own goals, inside and outside of the office.

Core brand values:

These are central beliefs that inform how JLL behaves and help us deliver on our promise.

Teamwork
We share in order to succeed

Ethics
We always act honestly and responsibly

Excellence
We always strive to be the best we can be

Brand messaging

Personality

Our personality can be encapsulated in one phrase: Personal and Personable

We are:

Curious
We are naturally curious and actively seek out valuable knowledge for our clients. We are open-minded and flex with our clients as they grow and evolve.

Collaborative
We are genuinely nice people that people trust and relate to. Hardworking, open and caring, our friendly and likable character enables us to form bonds and get close to our clients.

Confident
We are professional experts, confident in our capabilities. We are committed to doing whatever it takes to help our clients overcome their challenges and inspire them to be the best they can be.

Brand messaging

Our tone of voice

Just like we don't want to look like CRE, Cushman Wakefield or other commercial real estate competitors, we don't want to sound like them either. Our competitors all shout! That is not us. We are the future-forward voice of commercial real estate.

Tone

Open & Inclusive
We use natural and everyday language, balancing formality and friendliness.

Active & Bold
We go one step further. We question the status quo to stand out from the crowd.

Concise & Optimistic
Less is more; we speak with conviction and get to the point quickly and clearly.

For more details and examples of our voice, view the Tone of Voice document on the Brand Hub.

On-brand messaging

Spaces bring people together.
To grow. To live. To thrive.

Working with you to bring out the best in
your people and your business.

Over 250 years of making spaces better.

On-brand messaging

Stay up-to-date on local market happenings.

What does it cost to set up shop in the West Loop vs. River North? Who's moving where? What will Chicago look like in the coming years?

We keep a pulse on trends to help you make informed, strategic real estate decisions.

JLL

On-brand messaging

We bring a personal touch to your real estate ambitions, planning your future with passion.

Visions worth seeing.

Ambitions worth achieving.

Target audiences

Target audiences

The people we create content for on the new JLL.com website

Customer profile	Need	Desired impression	Content
Corporate client	Professional advisory services that help him buy, sell, or manage his space and enhance value for his business in a variety of ways	Trusted partner. JLL is a go-to for my business - from property management to discovering new opportunities that are tailored for me and my business	Needs/Services Broker Profiles Properties Location-specific content Trends & Insights
Property investor	She can discover new investment opportunities across industries and locations that help her achieve her investment goals	Expert resource. If I have a question about any aspect, industry, or location, JLL will have the insight that helps me make the right decision	Research Reports Trends & Insights, including The Investor content Industry info Location-specific content
Career seeker	Find job opportunities and understand what JLL does and who they are	Ambitious and Optimistic. JLL knows who they are and where they are going, and I can realize my potential there.	Career information Company info
JLL investor	Have confidence in JLL's goals and how they are achieving them	Sustainable and Focused. JLL's focus on their client needs gives me confidence to invest in them	Investor Relations Company info

Content best practices

Best practices for content creation

Keep these tips in mind when you create content for the new JLL.com. If the content does not meet these conditions, consider whether the content you are creating is integral to the user experience.

Exhibits brand value

- Content targets a key JLL audience
- Content can be clearly placed within the JLL Customer Journey
- Content adheres to JLL brand guidelines in voice, tone and messaging
- Content aligns to stated business and strategic goals
- Content supports the larger JLL brand goals

Exhibits customer value

- Content follows best practices for quick scanning and web readability
- Content is accurate, substantive and meets user needs
- Calls to action are available, succinct, and easily found.
- Users know where to go or what to do next
- Related content is cross-referenced within the page
- Content is unique and not duplicated elsewhere within the JLL ecosystem

Exhibits search value

- Page URL and meta data (title and meta description) are accurate, descriptive and follow best SEO practices
- Page structure supports internal and external search with meaningful hierarchy and heading labels
- Content incorporates appropriate, strong keywords

Exhibits accessibility value

- Content meets accessibility guidelines, and includes ALT text for images and links
- Content includes captions, transcripts for videos and podcasts where applicable
- Content includes clearly labeled forms and clear error messages when applicable
- Content is mobile-friendly. Content is not built in Adobe Flash or created in such a way that does not allow viewing across devices

Editorial guidelines

Refer to these guidelines whenever writing copy on the JLL website. Use the AP Style Guide for all general questions of grammar and usage.

JLL Punctuation and Usage

- Use sentence case for headlines (e.g., "The boy is back from the mountain")

- Use a trademark symbol once initially on the page for a trademarked property, and then leave off in subsequent mentions

- Don't use the serial comma unless clarity requires it.

Writing for the Web
- Always focus on the user, not on yourself
  - Use "we" instead of "JLL" where possible

- No dead ends - a page should always have a next step or follow-up action
  - Offer a solution for every problem
  - Create links that indicate the intent of the page—where a user will be going next.
  - Never use "Click Here" or "Here"

- Keep content short and to the point
  - Break text up into easily digestible "chunks" with clear, concise headings
  - Write meaningful titles and headings. If it doesn't make sense to you, it won't make sense to the user
  - Use plain language
  - Keep your sentence structure simple and avoid uncommon words, slang and jargon when possible

- Make language energetic and engaging
  - Use friendly, everyday language
  - Use questions to express curiosity and create interest
  - Ensure your tone is optimistic, warm and inclusive

Term usage

Avoid use of acronyms or internal language that may not be understood by a general audience. Other terms should be limited as directed.

Do Not Use:

BI
Spell out "business intelligence"

CRE
Spell out "corporate real estate" wherever possible

F&B
Spell out "food and beverage"

IWMS
Spell out "Integrated Workplace Management Software"

IFM
Spell out "facilities management" when referring to the service or concept. Capitalize as needed for menus or page titles.

Occupier / Occupying
Use "Tenant" or "Corporate"

P3
Use "public-private partnerships." Note the hyphen between public and private.

PAM
Spell out "portfolio and asset management" when referring to the service or concept. Capitalize as needed for menus or page titles.

PDS
Use specific service such as "build," project management," or "construction."

Limited Use:

ADR
Spell out "average daily rate" on first mention (most commonly used for hotels & hospitality content or research reports)

EVP
This is an internal organizational term. If possible, avoid. If required, spell out "Employee Value Proposition" on first mention.

GxP
Refers to general best practices for compliance in life sciences (or other industries). Likely understood by industry audience, but, if possible, avoid for general use.

IOT
Spell out "Internet of Things" on first mention

IPS
Spell out "Integrated Portfolio Services" on first mention. Use only in bios or for official titles.

M&A
Use "mergers and acquisitions" on first mention

PAT
Spell out Portfolio Analytics Tool on first mention

RED™
Use only when referring to the technical tool itself and ensure it is only used in context of what it does (business intelligence and analytics).

Content reference documents

There are four content documents that are essential to the success of the JLL.com project. Each document type builds upon the next so that all four can be used to generate relationships between them.

Taxonomy **- A classification system that organizes services, locations, topics and research into logical categories. A taxonomy is a key input for the information architecture of the website**

Site Map **- A visualization of how the site will be structured. It clarifies the relationships between sections of the site, helps reduce content duplication, identifies potential areas of overlap, and can help formulate appropriate interlinking strategies.**

Content Matrix (Page Tracker) **- A list of all pages in the website that will be developed by Content Authors. The spreadsheet includes information such as the page's template, owner, status, URL and meta data.**

Copy Deck **- Used to create content for a single page on the website before being input into the Content Management System. See the "Copy Decks" section form more information**

Offline content workflow

Editor

| Assigns Page to Writer | → | Confirms Page Layout Type | → | Confirms Available Components | → | Identifies Imagery & Target Links |

Writer

| Receives Page Layout Copy Deck with ID | → | Rewrites Existing Content to Fit Components | → | Writes New Content When None Exists | → | Adds Link and Image Information |

Writer

| Adds Meta Description and Page Title | → | Adds Social Media Copy When Required | → | Runs Spellcheck, Cross-References Glossary | → | Submits Copy Deck to Editor (Revise as Needed) |

Editor

| Validate Copy with SME as Required | → | Approves or Rejects Copy | → | If Approved, Submits Deck to CMS Authors | → | Reviews Page in Staging (Revise as Needed) |

SEO Guidelines

Optimization priority for content

Impact	Content Ranking Factor	Description	Character Length
High	On-page Content	Search engines look for an "appropriate" usage of keywords in the pages as compared to the total number of words on the page. (<2% is sparse, >7% is spam)	N/A
High	Keywords in URL	The URL should contain some part or all of the keyword(s) to alert the search engines of the relevance of the page to those terms.	N/A
High	Title Tag	The Title Tag should contain chosen keyword(s) for optimization, and it should be unique to other Title Tags.	50-60
Medium	Header 1 Tag (H1)	The Header 1 Tag should contain chosen keyword(s). Keep keyword(s) in the first few words, they may lose value after ~4th word.	N/A
Medium	Meta Description Tag	The Meta Description Tag should contain chosen keyword(s).	150-155
Low	Header 2 Tags (H2s)	The Header 2 Tag should contain chosen keyword(s). Keep keyword(s) in the first few words, they may lose value after ~4th word.	N/A
Low	Image Optimization	The Alt text should be used for images. Alt text should contain relevant keywords whenever appropriate.	N/A

Align content with user intent

Keyword research is key to understanding your market, as it identifies user perception and intent:

- What does this searcher actually want?
- Where are they in the research/purchasing funnel?
  How likely are they to contact JLL?
- How competitive is this search?

When selecting a keyword for a specific page, ask the following questions:

What is this page primarily about?

What need is this page fulfilling?

Given this page's objectives, what keywords best capture the searchers' needs?

How are consumers searching for this information?

Primary theme/keyword?

Secondary themes/keyword(s) (1-3)?

Keyword discovery

Choosing the right keywords determines the discovery process for your content. It is important to choose the keywords that have high search volumes and are very relevant to the topic and theme of the page.

Consider:

- Terms that are highly relevant to the brand or product

- High search volume on a monthly basis

- Market trends and user-generated terminology
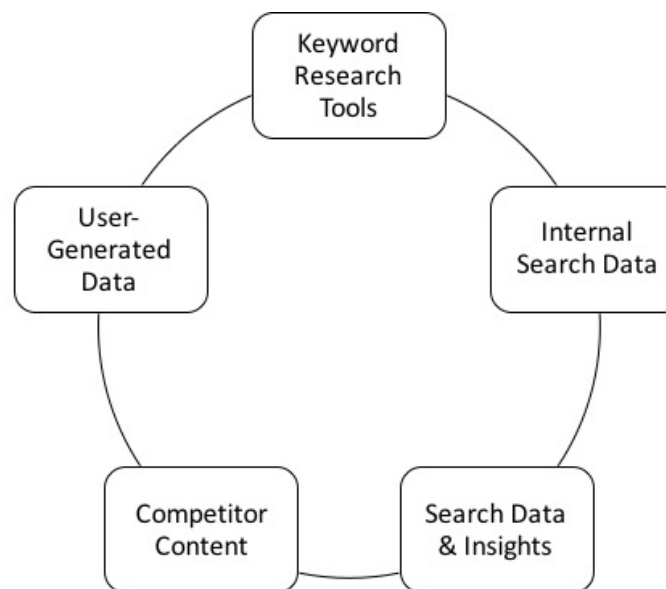
Using keywords

Search engines look for an "appropriate" usage of keywords in the page content conveying the overall relevance of the page to a specific content theme. Be careful to avoid spammy content and provide the best user experience.

Where to use keywords:

- Title Tag
- URL
- Metadata
- H1 and H2 tags
- Body copy
- Image names and ALT tags

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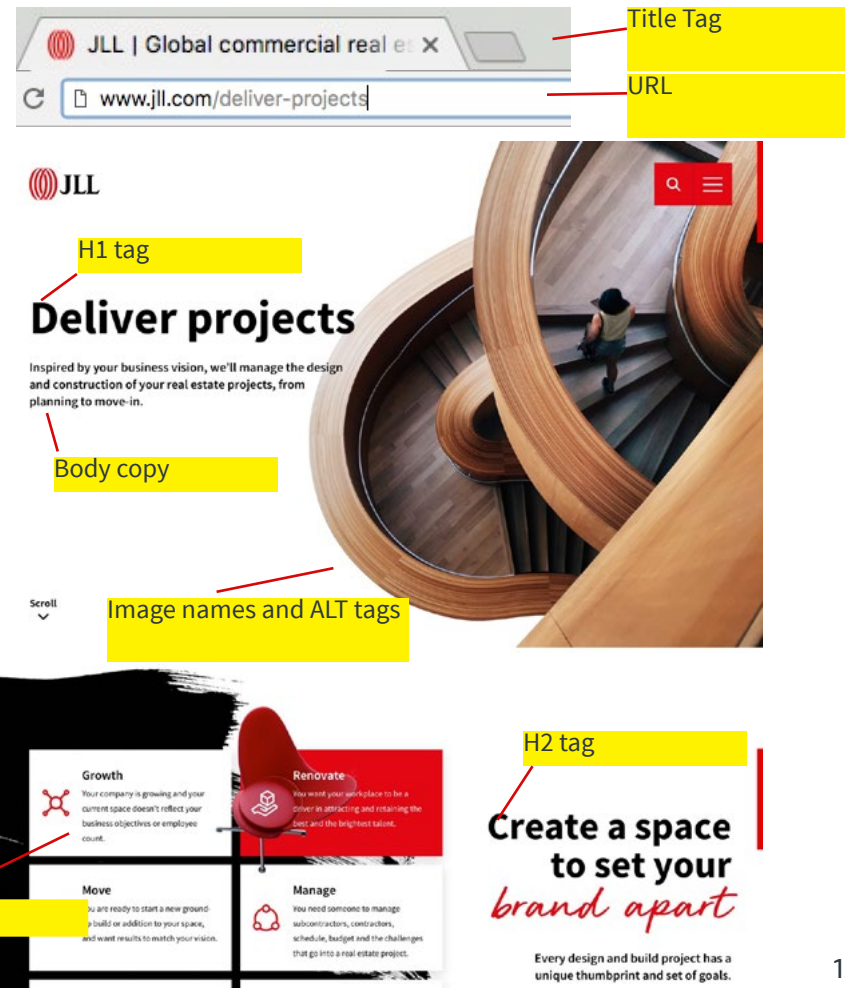
Title tag best practices

The title tag is one of the **most important ranking factors** search engines take into account. Updating the title tag of a page can increase rankings and click-through-rate for targeted keywords.

They also **help users understand the main content theme** of the page and entice them to click on the result.

- Should be 50-55 characters long, including spaces

- Important target keywords should go in the front of the title
  (Primary Keyword) (Secondary Keyword) | JLL US

- Country identifiers should appear at the end of title tags
  See https://www.iso.org/iso-3166-country-codes.html for a full and updated list of ISO country codes.

- Be consistent in using | (bars), commas, colons, or dashes to separate words

- Avoid stop words such as "the", "and", "is", "then", etc.

- Titles should be unique for all pages

Meta description tag best practices

The meta description is a concise explanation of the content of a page and appears in the search results under the title. Meta descriptions are not a huge influence on ranking, but are **extremely important in generating user click-throughs** in search results.

- Maximum length = under 155 characters including spaces

- Think of a meta description as an ad for your page
  Attract visitors through compelling copy and highlight reasons to visit the page

- Include target keywords in the description

- Avoid duplicate meta descriptions between pages

- Avoid using non-alpha/numeric characters such as quotes

We provide commercial real estate services for corporations and investors across the globe that save money, increase productivity and improve sustainability. ⊳ **Meta Description**

H1 tag best practices

H1 headers are not as important to search engine ranking as page titles. However, a unique and well-optimized H1 header **helps identify the main theme of the page** and **emphasize relevancy** to important keywords

- There can only be one header H1 per page. More than one H1 tag dilutes the value of the tag as a signal to engines (Nearly all HI headers in JLL.com will appear in the hero)

- The header H1 tag should contain chosen keywords

- Keep chosen keywords in the first few words, they may lose value after ~4th word

- Avoid duplicate H1 tags between pages

Here, "Renovate your workplace" is the H1 tag

Image optimization best practices

Search engines have a difficult time reading the contents behind an image. We want our images to generate engagement and qualified site traffic by illustrating brand-related searches in both web and image-specific organic search results.

What image elements should you optimize and how?

- Image file names

- ALT tags

- Image size

Image optimization: Image file name

File names must clearly describe the image to make sure engines index images for image results.

- Incorporate relevant keywords or product names
- Be consistent and follow the same structure for similar file names
- Follow a clear folder structure to help users and engines understand image location on the site
- Avoid unnecessary navigation levels
- File names should be unique
- Avoid stop words ("the," "and," "is")
- Use lowercase only

Image optimization: ALT image tag

ALT tags must **clearly describe the image, offer additional details, and include brand and product name**, if applicable. In situations where the image is not available to the reader, perhaps because they have turned off images in their web browser or are using a screen reader due to a visual impairment, the ALT text ensures that no information or functionality is lost.

Two questions should be answered when creating ALT tags:

1. If this image does not load on a page, how would we describe its purpose and function?

2. What might people search for to find this image in organic search results?

Tags should:
- Be less than 155 characters long with spaces
- Contain no non-alpha/numeric characters such as quotes
- Describe the image in detail
- Include target keywords and branding

Image optimization: Image size

Correctly sized images will help avoid slow page loading times, which can affect SEO. Adobe Experience Manager will scale images for the best experience, and content authors will only have to upload one version of an image, as long as it uses the correct image ratio. See the Image Guidelines - Responsive Considerations page in this guide for more information.

- Use JPG image files
- Use PNG image files when a transparent background is needed
- Follow image aspect ratios noted for the relevant component on the component description pages in this guide

URL structuring should follow a hierarchy

A **parent/child hierarchy allows search engines and users to understand site structure** and contextual relevance. The more supporting content a category has, the more authority it will have with engines and will be more likely to appear in organic results. This not only elevates the subcategory, but also strengthens the domain as a whole.

• Adding content to subdirectories will help increase the authority of its parent folder.

This page is more authoritative than **these two pages**
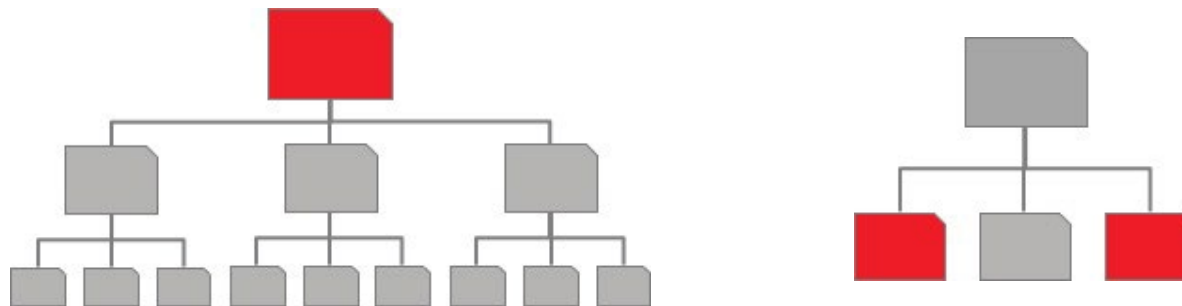
URL best practices

Clear URL structure helps users, search engines and webmasters better navigate the site for information and necessary actions. URLs on the new JLL.com referred to the following best practices

- Use lowercase only

- Use dashes to separate words. Do not use spaces or underscores

- Use relevant keywords in the URL structure

- Create a clear folder structure to help users understand their location on the site

- Avoid unnecessary navigation levels

- Use two-letter ISO country codes for language identifier if site is not in native country language (English version of the Italian country site, for example)

  See https://www.iso.org/iso-3166-country-codes.html for a full and updated list of ISO country codes.

Implementation Example:

Recommended:
https://www.jll.it/en/research/italy-retail-trends-2016

Domain	Language	Category	Page Name
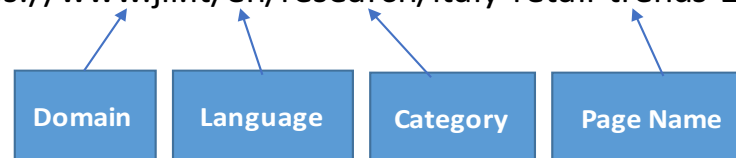
Not Recommended:
www.jll.it/italy/en-gb/research/202/italy_retail_trends_2016

Schema markup

Filling out **Schema markup allows search engines return more detailed and informative results for users**. This is particularly effective when targeting location and knowledge graph details showing in results.

- Schema.org and Google provide documentation and definitions for types of schema used throughout the JLL site

- Schema fields should be filled out completely for best performance results

```
<script type='application/ld+json'>
{
 "@context": "http://schema.org/",
 "@type": "ContactPage",
 "headline": "Contact JLL",
 "mainEntity": "JLL",
 "thumbnailUrl": "URL-Path-For-Image",
 "alternateName": "JLL",
 "description": "Contact JLL about your questions.",
 "image": {
  "@type": "ImageObject",
  "contentUrl": "URL-Path-Photo.jpg"
 },
 "mainEntityOfPage": "https://www.jll.com/contact-us"
}
</script>
```

Schema code example for the Contact Us Page. Items in red are authorable and should be filled out completely for search engines to process the information.

Avoid keyword stuffing

Overusing the same keyword on one page will result in penalties from search engines.

BAD EXAMPLE: 👎

"JLL can help with all your property management needs. Our property management experts can help you find the right space for your budget and needs. Contact our property management experts today to learn more!"

GOOD EXAMPLE: 👍

"JLL can help you find the right space for your needs and your budget. Our property management experts strive to make sure you find the right space!"

The perfectly optimized page

- Meta title and meta description optimized with keywords

- Easy-to-read URL, with no special characters or parameters

- Schema mark-up filled out when applicable

- 1 H1 tag close to the top of the page content

- 2-6 H2 tags if needed for other blocks of supporting content

- Targeted keywords appear throughout page copy

- Images, in correct ratios, with ALT image tags

- Social sharing tags filled out with descriptions, titles and images
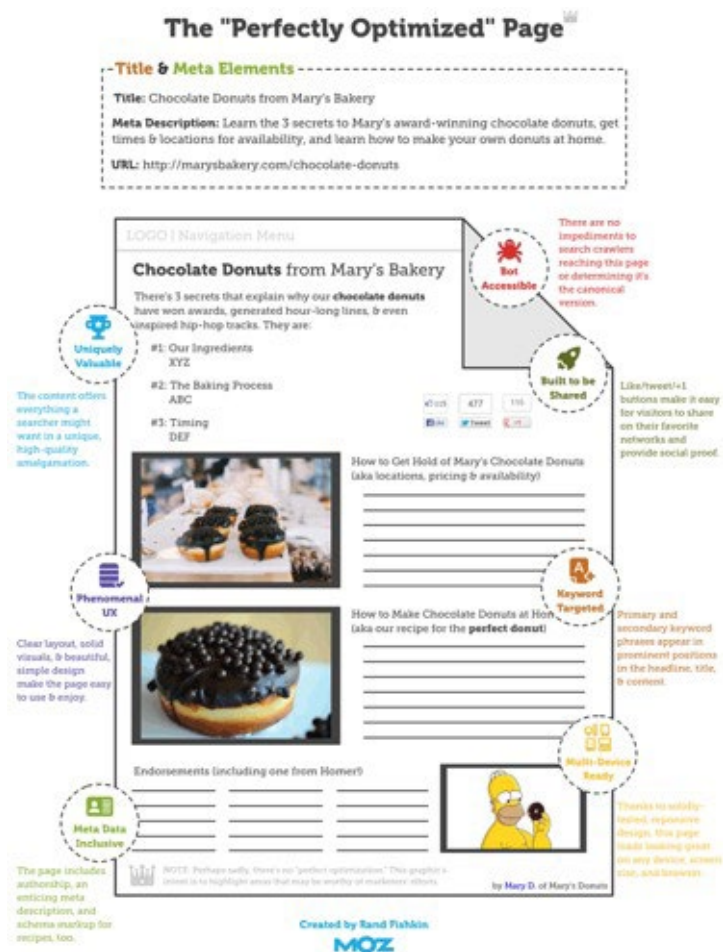
Tagging

Tagging

The Purpose of Tagging

Tagging helps drive the categorization and display of content on the new JLL.com and is useful for internal and external search.

Derived from the taxonomy, tags fall into seven major categories: Audience, Content Type (article, research, case study, people, etc.), Needs, Services, Industry, Topic and Location.

Tagging Best Practices

- Tag all articles, reports, case studies, campaign pages, team pages or any other content piece related to corporate real estate.
- Tag to as many categories as feasible, but do not force a category if it isn't obvious.

> *Example*: A research report about office rents in U.S. cities could be tagged to:
> *Content Type:* Research
> *Industry:* Office
> *Location:* United States

- If applicable, you can tag to multiple terms within a primary category. For example, if an article is about both Chicago and London, tag to both locations.
- For Trends & insights articles and research reports, always tag to a core "topic" so that it will display correctly in featured and filtered results. Other topic tags may also be added, including sub-category tags to ensure filtered views in Hub Pages show sub-category content.
- Tag research reports as "Research" content type. Tagging to that as the content type will also act as the core "research" topic for Trends & insights.
- Tags may be edited, but all pages referencing the tag should be re-published so that the new version of the tag

Ref ID	Item Name	Priority	Recommended Tags	How many of the same category tags can I use?	Rationale
L001	Home				
L002	Find Space	M	Audience, Services, Products	as many as appropriate, but try to limit audience to one when possible	With a de-emphasis on service pages, associating a service to a need will be important
L003	Deliver projects	M	Audience, Services, Products	as many as appropriate, but try to limit audience to one when possible	With a de-emphasis on service pages, associating a service to a need will be important
L004	Manage property & portfolio	M	Audience, Services, Products	as many as appropriate, but try to limit audience to one when possible	With a de-emphasis on service pages, associating a service to a need will be important
L005	Invest in real estate	M	Audience, Services, Products	as many as appropriate, but try to limit audience to one when possible	With a de-emphasis on service pages, associating a service to a need will be important
L006	Trends & insights				
L007	Careers (and children pages)	L	Audience	one	This low priority, but consider tagging with career audience
L008	About us				
L009	Contact us				
L010	Locations				
L011	Industry (Parent)	H	Industry, Needs, Services, Products, Topics	one industry, multiple tags for others	This will help surface industry pages in search results based on the associated tags

Ref ID	Item Name	Priority	Recommended Tags	How many of the same category tags can I use?	Rationale
L012	Industry (Child)	H	Industry, Needs, Services, Products, Topics	one industry, multiple tags for others	This will help surface industry pages in search results based on the associated tags. For industry children,it will also help to solidify the relationships between its parent
L013	Trends & insights category		Audience	try to limit, but as many as needed	
L014.1	Content detail - article	H	Origination Tag*, Industries, Locations, Audience, Needs, Services, Products, Topics, T&I categories	one industry and one "Origination Tag", multiple tags for others	Tagging these layouts will be most essential to surface these pages in search results and to create relationships between components that query or curate content detail pages
L014.2	Content detail - press release	H	Origination Tag*, Industries, Locations, Audience, Needs, Services, Products, Topics	one "Origination Tag", multiple tags for others	Tagging these layouts will be most essential to surface these pages in search results and to create relationships between components that query or curate content detail pages
L014.3	Content detail - research report	H	Origination Tag*, Industries, Locations, Audience, Needs, Services, Products, Topics	one industry and one "Origination Tag", multiple tags for others	Tagging these layouts will be most essential to surface these pages in search results and to create relationships between components that query or curate content detail pages
L014.4	Content detail - cases study	H	Industries, Locations, Audience, Needs, Services, Products, Topics	as many as appropriate	Tagging these layouts will be most essential to surface these pages in search results and to create relationships between components that query or curate content detail pages
L015	Profile	L	Content Type	one	This will ensure a profile page appears in the "people" Content Type
L016	City	M	Location, Services, Products	one location, as many others as appropriate	This will ensure City pages are surfaced based on a user's interest in a specific city, service, or product

Ref ID	Item Name	Priority	Recommended Tags	How many of the same category tags can I use?	Rationale
L017	Search results				The search results filters will pull from the tags: Content Types (information is embedded in folder structure), Industries, Locations
L018	Site map				
L019.1	Campaign	M	Industries, Locations, Audience, Needs, Services, Products, Topics	as many as appropriate	This will ensure that campaigns, which are often isolated from the larger experience, will appear in search when desired
L019.2	Campaign	M	Industries, Locations, Audience, Needs, Services, Products, Topics	as many as appropriate	This will ensure that campaigns, which are often isolated from the larger experience, will appear in search when desired
L019.3	Campaign	M	Industries, Locations, Audience, Needs, Services, Products, Topics	as many as appropriate	This will ensure that campaigns, which are often isolated from the larger experience, will appear in search when desired
L020	Sub-needs Landing	H	Needs, Industries, Audience, Service, Products	1 need, as many others as appropriate	With a de-emphasis on service pages, associating a service to a sub-need will be important.
L021	People finder				
L023	Newsroom				
L027	Properties				

Image guidelines

Image guidelines - overview

Imagery will play a large role on the new JLL.com.

It will differentiate us from the competition, introduce and support the brand promise, and guide and inspire clients, career seekers and employees.

Content authors and editors can edit or add imagery to pages and components to ensure the most useful and brand-aligned experience.

These guidelines will aid in design, selection, treatment, and responsive considerations.

Mood board - original inspiration

The mood board is used to set the direction for the types of images recommended for the website. This board focused on JLL colors, abstract architecture and surprising juxtapositions of humanity with abstract patterns.
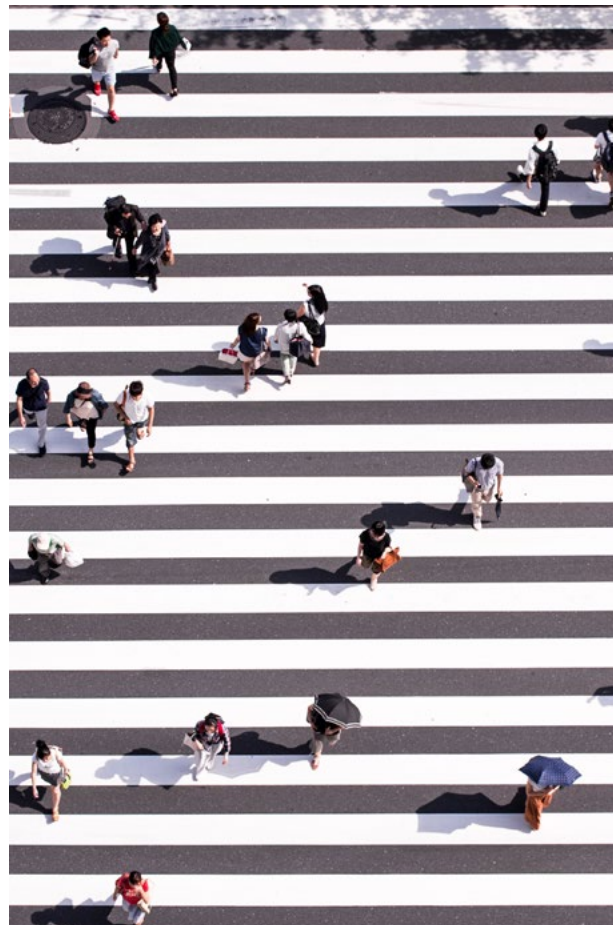
Style principles

Key principles for image styles for both sourced and commissioned photography for the new JLL.
com include:

Space
Wide-angle architectural and people photography always uses a generous element of space.
Imagery should be uncluttered. This is helpful for hero imagery, giving impact and room for
typography.

Close-up
Architectural close-up shots can be used as a textural counterpoint to the wider-angle shots.
These shapes and patterns paint a vivid picture.

Objects
Ensure there is plenty of space around the object in a photo and that it sits in a realistic setting.

Angles
Unusual and unexpected angles can help to create interesting space around the main subject.
Different angles and vantage points create a sense of involvement in the situation. Using space
and angle successfully can create distinct areas for text, graphic tools and additional information.

Color palette

The color bias and tone of photography takes its cue from JLL's Core color palette (see examples below).
This color palette fits into an otherwise color-minimal design ethic. .

JLL Red	Black	Steel	Concrete	Stone	White
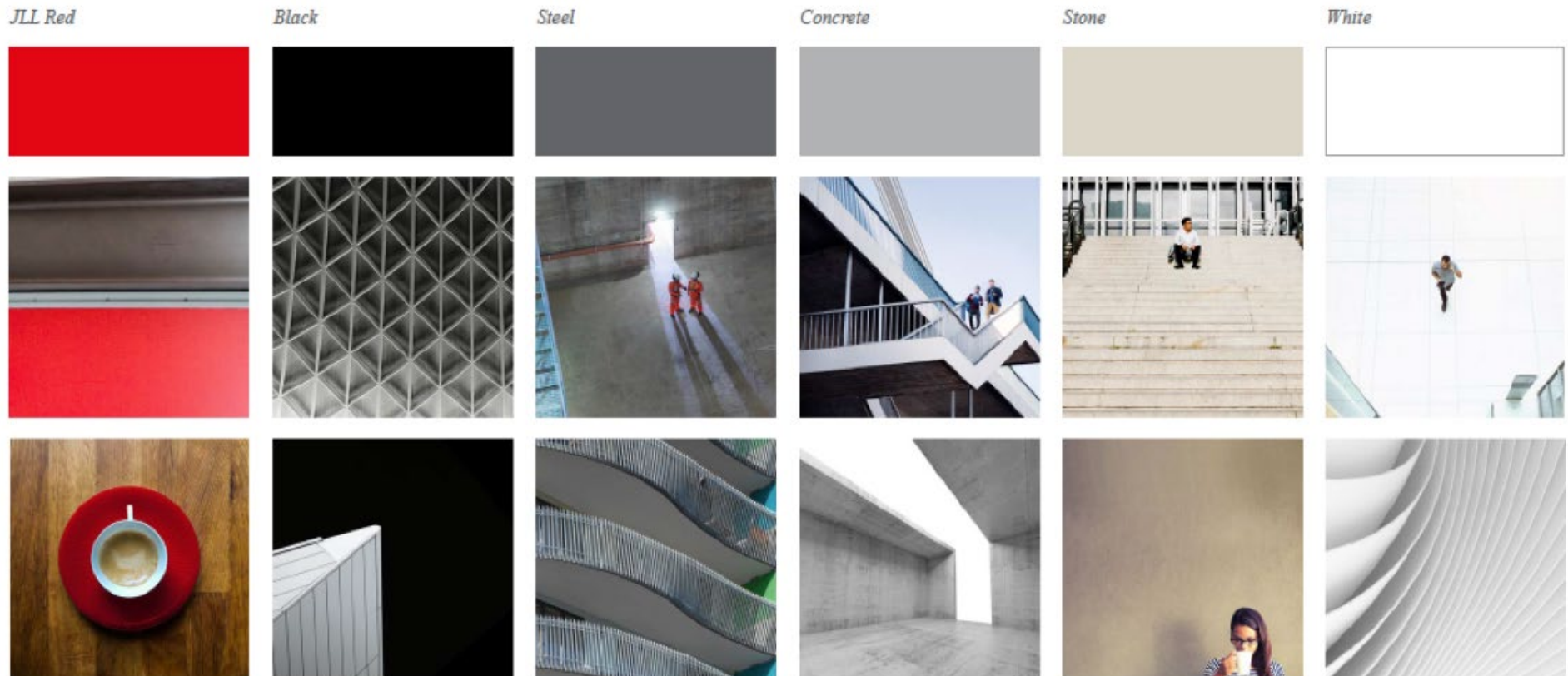
Architectural imagery

Our industry is crowded by pictures of buildings and skylines. So even though our image style does cover architecture, we want to represent the built/urban environment differently.
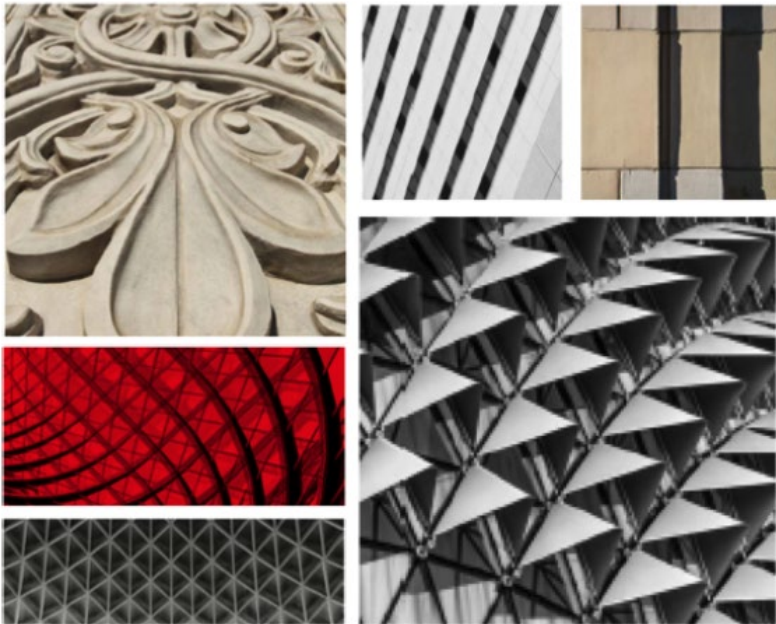
Architectural textures create interest and can integrate with the core color palette.
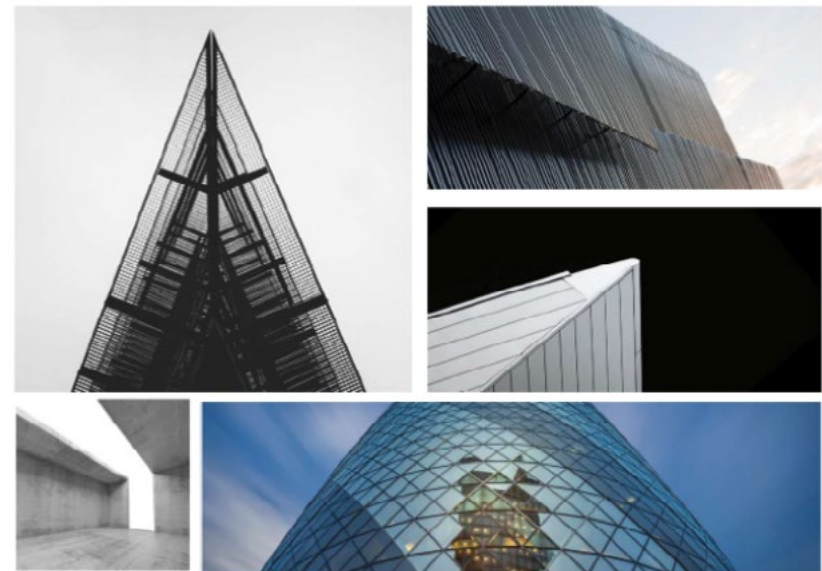
Look for interesting angles and crops of buildings.

People and cities

Bringing people into our image style is a key differentiator, and reinforces our brand positioning and the idea of the human touch. They should be active and in situ with the architecture to create interest and avoid a stock feeling
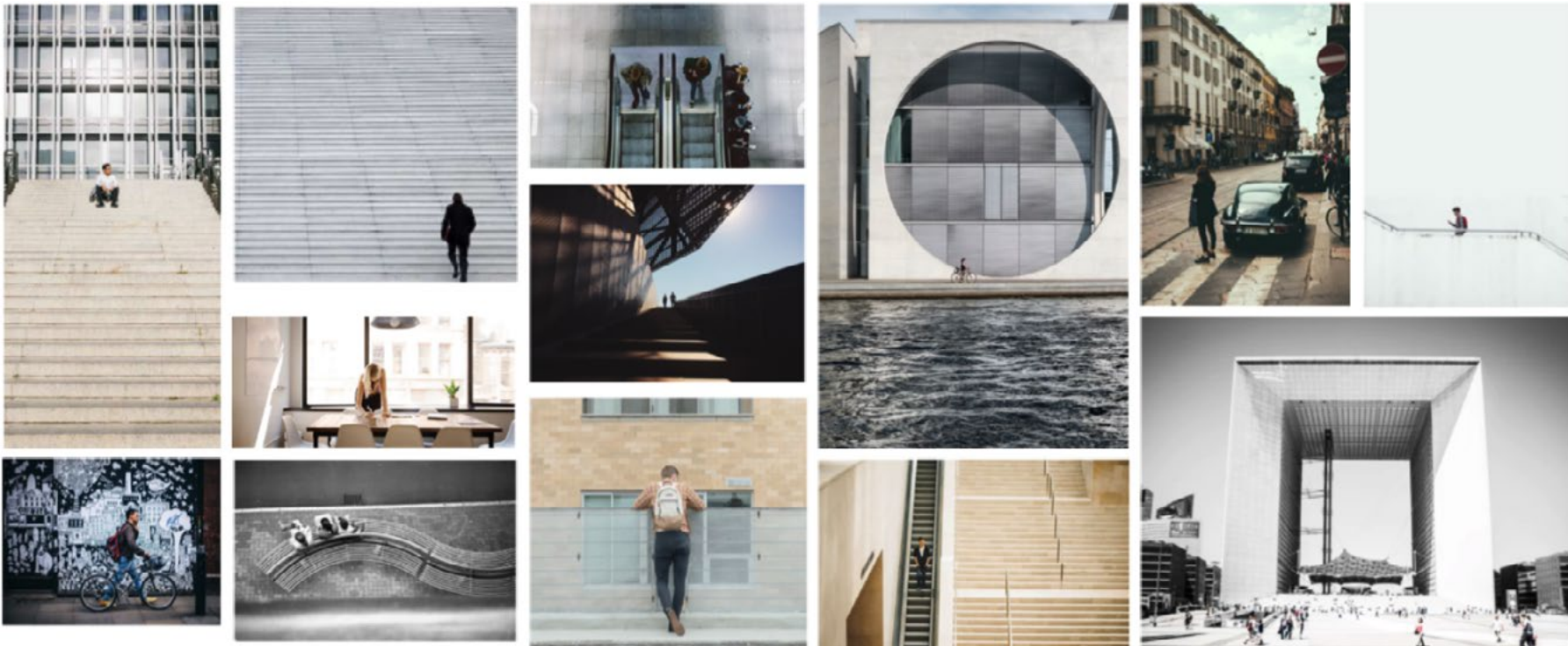
Tips for selecting imagery

- All images should be contextually relevant to the content.

- Select images that tell a story and reflect an abstract architectural direction imbued with warmth and humanity.

- Opt for In-situ photography of people and cities to achieve the warmth; select organic abstract patterns to create visual interest.

- Choose images with interesting angles.

- Select images that bring the JLL color palette to life. Think stone/concrete/steel and red.

- Consider where the image will appear on the page, as well as the other images used. Choose imagery that can help guide users down the page

Image use guidelines - treatment

Once selected, imagery can be adjusted to ensure it meets requirements and supports the message and brand accurately.

- De-saturate images that are too warm or vibrant (see Left below).
- Use an inverted mask to create a cut-out image style. This approach can help add visual interest and unique shapes.

BEFORE

AFTER
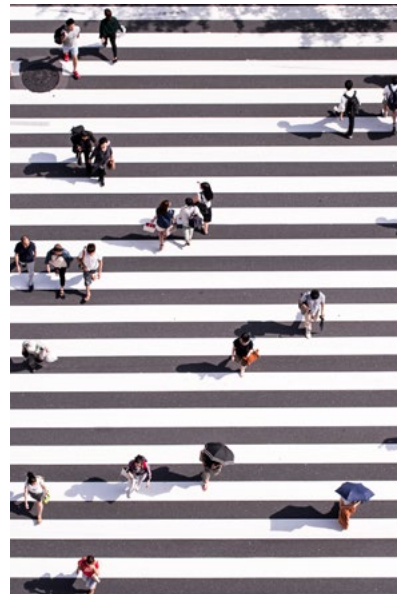
BEFORE

AFTER

Image approaches to avoid

Some images fall outside of the recommended usage guidelines. These images are not necessarily bad or ill-conceived, but we recommend against using them in order to create a more consistent user experience and uniform visual look and feel. Avoid standard skylines, city aerial shots, ugly buildings shot straight on or anything found on a normal stock photo website. Here are some examples we don't recommend:

Though this features a person, the posture is too forced and feels too much like a stock image

The background image on this menu is too severe; it shows no warmth or humanity..

This may work as a specific reference to an actual building, but avoid the white smudge and masking at the bottom of this image.

Potential exceptions to these rules:
1. Actual buildings that are highlighted for sale
2. Actual employees being highlighted or featured
3. Technology sections that may need to show product screenshots or pieces of technology (servers, computers, Google glasses, VR headsets, etc.)

Image guidelines - responsive considerations

For a responsive site such as the new JLL.com, it is important to use high resolution images. The ideal resolution is at least 144 PPI (or twice the standard pixel density to accommodate retina displays).

Upload high-resolution images to AEM and allow the Content Management System to compress and downscale the images appropriately.

By selecting high resolution images initially, you will not need to focus on pixel dimensions as a consideration. Instead, focus on the image ratio and the nature of the image (is it vertical? Is it horizontal?)

However, in some instances a 1:1 scale will not be effective, and a new image is needed (for art direction or to adjust the focal point). In these cases, content authors can upload a separate mobile version, with the correct mobile image ratio as noted in the component section of this document.

All hero images use a 16:9 ratio on desktop and a 9:16 ratio on mobile. Because of the cut-out image style design used for the website, please note that at least 30-50% of the image will simply be white space sitting behind the headline copy. Consult with your brand and development teams to determine the best way to process images that use the cut-out treatment in conjunction with a 16:9 white canvas background.

Brushstroke usage

Brushstrokes play an important role in the JLL brand. They can be applied in various components and layouts to suggest movement and vitality.

Use the following color guidelines when using brushstrokes to support content .

Stone = people/humanity and workplace

Concrete = cities, needs

Red = investor content

Black/steel = research content

Typography

Typography & font styles

Typography, like imagery, is a key ingredient in grabbing a user's attention and drawing them in. The new JLL.com offers many opportunities for content authors and editors to select specific font styles for hero copy, headers, article headlines, pull quotes, banners and more.

Some components or parts have fixed font styles and sizes and, for the sake of consistency and clarity, cannot be changed. Others, however, give the author more freedom.

To select the best font style, consider the following:
- How are font styles applied in similar components or areas elsewhere on the site?
- What other font styles are used on the page? Does your font choice support the page hierarchy?
- Will the type size and amount of text work within the character count limit?
- Is it clear and readable?
- When in doubt about how to use JLL Hand, please use Source Sans Pro in its place.
- Please visit the JLL Brand Hub to access fonts or for further information about typography.

JLL Hand font

JLL Hand, as a unique and branded font, should be used only for the most important and meaningful words in order to add emphasis and interest. Rewrite headlines if necessary and use sparingly for the most impact.
It should never be used for the word JLL.

CORRECT
In this case, the word "transformational" has the most meaning and impact.

POOR
Though used at the end of the headline, it is not used on the most meaningful words and is used incorrectly on "JLL." Select a different word or words for JLL Hand, or rewrite.

Calls to action

Button-based calls to action

"Call to Action" buttons on the new website are designed to accommodate up to 30 characters across one row of text. In cases where you need to write a longer call to action, you should use links, not buttons.

Ideally, use the CTA buttons as an invitation for a user to take a next step. Use short, verb-driven phrases as shown to the right. This approach will keep buttons limited to one row of text and will give the page a cleaner, more visually appealing feel.

Learn more
Read more
Watch video
Download case study
View case study
Read case study
Speak to a broker
Contact us
Sign up
Explore jobs
Register now

Trends & insights
design overview

Trends & insights Design Overview

About the Trends & insights section:

The new Trends & insights section highlights the best content marketing from around the JLL digital ecosystem. Over the next few years, JLL intends to consolidate its external content marketing microsites and publish the majority of its content marketing within the Trends & insights section of the new website. It will become the destination for all JLL content marketing content.

Landing Page

The Trends & insights Landing Page is the first page users encounter in the Trends & insights section. The page defaults to a view of the "Latest" category content, displaying four rows of recent content from the four main categories within Trends & insights. The four main categories are: Workplace, Investor, Cities, and Research. A user can select a category from the section navigation and filter the view to see only article teasers associated with the specific category.

Articles tagged by any of these four categories will appear in the initial Landing Page view, the filtered Landing Page view, and within the individual category Hub Page views (see the category Hub Page section for more information about this page type).

The default "Latest" view and the four filtered category views consist of two teaser article types that can be assembled into five combination options per a row of preview article teasers. The combinations are as follows:

• 2 Featured Article Teasers
• 1 Featured Article Teaser Left / 2 25 % Latest Article Teasers Right
• 1 Featured Article Teaser Center / 1 - 25 % Latest Article Teasers Right / 25 - % Latest Article Teasers Left
• 1 Featured Article Teaser Right / 2 25 % Latest Article Teasers Left
• 4 25% Latest Article Teasers

Content authors can select the combination they would like to deploy per row. All of the 25% Latest Article Teasers will appear in chronological order (i.e., newest to oldest). The logic for order of appearance for this article teaser type will be based on what has been most recently published in the CMS, independent of the category. This distinction means that the most recent Latest Article Teasers may all appear from the Workplace category. Latest Article Teasers are generated dynamically when tagged for a section category (and sub-categories) and will, as a rule, exclude articles that have already been defined as a Featured Article Teaser.

Trends & insights

Latest   Workplace   Investor   Cities   Research

Americas | Retail
Game Theory: The secret to envisioning workplace success
Investor | March 1st, 2018

Americas | Retail
The epitome of luxury: Paris retail property strikes gold
Going against the tide of the turbulent global economy, global tourism and luxury goods sectors ...
Cities | March 1st, 2018

Americas | Retail
The link between workplace design and business strategy
Savvy companies recognize that workspaces contribute to any progressive business strategy...
Cities | March 1st, 2018

← 50 – 25 – 25

Americas | Retail
The epitome of luxury: Paris retail property strikes gold
Going against the tide of the turbulent global economy, global tourism and luxury goods sectors ...
Cities | March 1st, 2018

Americas | Retail
City momentum index 2018. Agility, talent and technology
Investor | March 1st, 2018

Americas | Retail
The link between workplace design and business strategy
Savvy companies recognize that workspaces contribute to any progressive business strategy...
Cities | March 1st, 2018

← 25 – 50 – 25

Americas | Retail
The epitome of luxury: Paris retail property strikes gold
Going against the tide of the turbulent global economy, global tourism and luxury goods sectors ...
Cities | March 1st, 2018

Americas | Retail
The link between workplace design and business strategy
Savvy companies recognize that workspaces contribute to any progressive business strategy...
Cities | March 1st, 2018

Americas | Retail
2018 set to be robust for commercial real estate
Investor | March 1st, 2018

← 25 – 25 – 50

Americas | Retail
Game Theory: The secret to envisioning workplace success
Investor | March 1st, 2018

Americas | Retail
2018 set to be robust for commercial real estate
Investor | March 1st, 2018

← 50 – 50

Americas | Retail
The epitome of luxury: Paris retail property strikes gold
Going against the tide of the turbulent global economy, global tourism and luxury goods sectors ...
Investor | March 1st, 2018

Americas | Retail
The epitome of luxury: Paris retail property strikes gold
Going against the tide of the turbulent global economy, global tourism and luxury goods sectors ...
Investor | March 1st, 2018

Americas | Retail
The link between workplace design and business strategy
Savvy companies recognize that workspaces contribute to any progressive business strategy...
Investor | March 1st, 2018

Americas | Retail
The link between workplace design and business strategy
Savvy companies recognize that workspaces contribute to any progressive business strategy...
Investor | March 1st, 2018
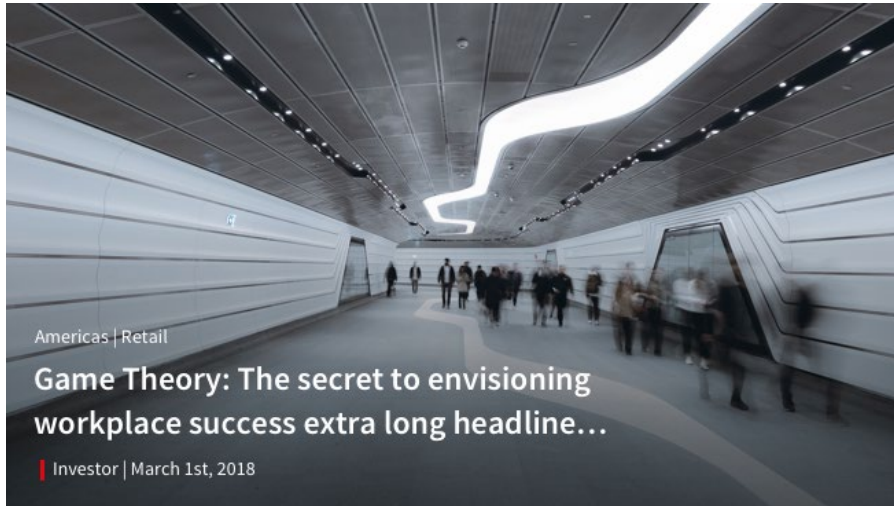
← 25 – 25 – 25 – 25

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Americas | Retail

Game Theory: The secret to envisioning workplace success extra long headline…

| Investor | March 1st, 2018

The Featured Article Teaser type includes an image, a headline, and four pieces of metadata. It takes up 50% of the width of a row. No more than two (2) Featured Article Teasers can appear on a row (Maximum of 1 when paired with two Latest Article Teasers – maximum of 1 per row on mobile).

How it's generated:

The Featured Article Teaser type can be selected when a content author creates an Article Detail Page. During the authoring process in AEM, the content author can select "Featured" when creating the article, which will cause it to appear as a Featured Article Teaser on the appropriate Landing Page and category Hub Pages, based on the associated metadata. The four main metadata fields will automatically populate the Featured Article Teaser if all four pieces of metadata have been entered within the Article Detail Page being teased.

Important note:

Because of the design of the teasers, the teaser image for both the Featured and Latest Article Teasers should pull from the article's source hero thumbnail image, which will need to be uploaded while creating the source article. The cut-out style of images displayed on the Article Details layout will not always translate well into the teaser's image. Therefore, authors should ensure that the non-cut out thumbnail rendition of the same image is uploaded into the CMS as part of the Article Details page creation workflow.

Featured Article Teaser Mix:

The recommended mix of Featured Article Teasers is to display 1-2 Global, 1 Regional, and 1 Local teaser within the first four rows of the Latest view, ideally highlighting one from each of the four main categories as well. Editors may present as many Featured Article Teasers as they deem appropriate on this page, but denoting at least one Feature Article Teaser from each category will ensure that the subsequent filtered category view has at least one Featured Article Teaser visible in the first spot of the first row. Editors can determine how many Featured Article Teasers they want to appear within the category Hub Pages.

Interactions:

• Users may click on the teaser headline to view the Article Details Page.
• Users may click on the category tag to view the category's Hub Page.
• Other areas of the Featured Article Teaser are not click-able.
• The behavior of the Featured Article Teaser is the same across the Trends & insights experience (Landing Page Latest View, Landing Page Filtered View, Hub Page Initial View, Hub Page Filtered View), but at the Hub Page level clicking on a category tag will not drive to a deeper page.
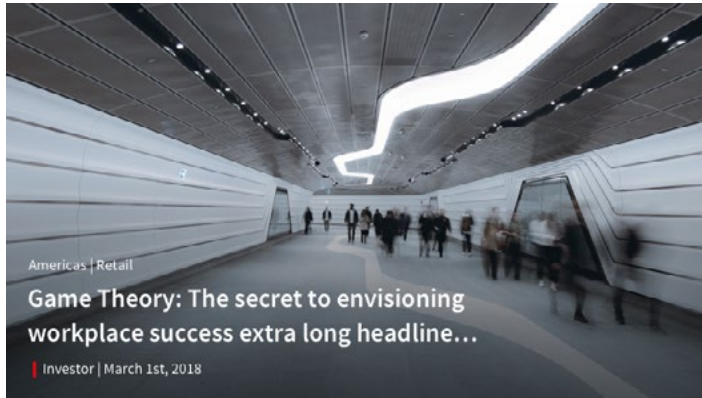
Desktop

featured tile: 50% of grid / 6 columns; image ratio 16:9; gradient overlay: #383838 to transparent with 'multiply' blending mode

all copy: 20 px left, 20 px bottom

collection: Source Sans Pro Regular 14 px / 20 px; #FFFFFF

title: Source Sans Pro Semibold 24 px / 32 px; #FFFFFF; the title container = 75% of the tile width, a headline longer than 2 lines is truncated after the last full word followed by ellipsis

tag: Source Sans Pro Regular 14 px / 20 px; #FFFFFF; tag color pipe: 3 x 15 px
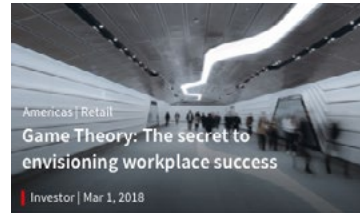
Tablet

featured tile: 50% of mobile grid; image ratio: 16:9, gradient ; overlay: #383838 to transparent with 'multiply' blending mode

all copy: 10 px left, 10 px bottom

collection: Source Sans Pro Regular 12 px / 20 px; #FFFFFF

title: Source Sans Pro Semibold 18 px / 24 px; #FFFFFF; the title container margins: 10 px left, 15 px right, a headline longer than 2 lines is truncated after the last full word followed by ellipsis

tag: Source Sans Pro Regular 12 px / 20 px; #FFFFFF; tag color pipe: 3 x 15 px

Mobile

featured tile: 100% of mobile grid; image ratio: 16:9, gradient overlay: #383838 to transparent with 'multiply' blending mode

all copy: 10 px left, 10 px bottom

collection: Source Sans Pro Regular 11 px / 20 px; #FFFFFF

title: Source Sans Pro Semibold 18 px / 24 px; #FFFFFF; the title container margins: 10 px left, 15 px right, a headline longer than 2 lines is truncated after the last full word followed by ellipsis

tag: Source Sans Pro Regular 11 px / 20 px; #FFFFFF; tag color pipe: 3 x 15 px

Johannesburg | Hotels & hospitality

The epitome of luxury: Paris retail property strikes gold

Going against the tide of the turbulent global economy, global tourism and luxury goods sectors …

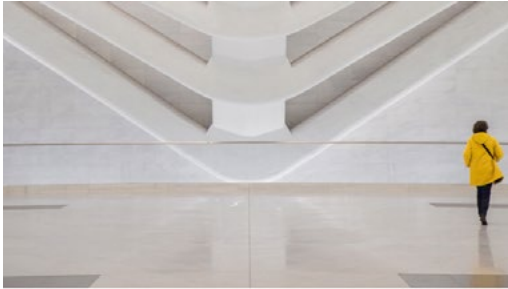| Cities | March 1st, 2018

The Latest Article Teaser takes up 25% of a row on desktop and includes an image, headline, subhead, and four pieces of metadata. No more than four Latest Article Teasers can appear on a row for desktop, with a maximum of two when paired with one Featured Article Teaser. Please note: there is a maximum of one teaser per row for mobile. Additional Latest Article Teasers stack on mobile.

How it's generated:

The Latest Article Teaser is dynamically generated in AEM. It pulls in the corresponding Article Details Page thumbnail image, the headline, the subhead, and the same metadata as the Featured Article Teaser.

In cases where the Latest Article Teaser headline fills four rows of the available space on desktop and tablet, the corresponding subhead disappears. When the headline or subhead exceeds the available space, an ellipsis will appear. The subhead copy is hidden by default in the mobile viewport, but ellipsis will appear when headlines run long.

Latest Article Teaser Mix:

The recommended mix of the Latest Article Teaser is two per row for the first three rows and then four per row on the last row for the Landing Page Latest view, Landing Page Filtered view, and Hub Page views when possible (excluding the Investors – Opportunities Hub Page Filtered view). Editors can determine how many they would like to appear on their category Hub Pages.

• Users may click on the headline or subhead to view the Article Details page.
• Users may click on the category tag to view the category's Hub Page.
• Other areas of the Latest Article Teaser are not click-able.
• The behavior of the Latest Article Teaser is the same across the Trends & insights experience (Landing Page Latest view, Landing Page Filtered view, Hub Page view), with the exception of the ability to click on a tag at the Hub Page level.

Johannesburg | Hotels & hospitality

The epitome of luxury: Paris retail property strikes gold

Going against the tide of the turbulent global economy, global tourism and luxury goods sectors …

| Cities | March 1st, 2018

Americas | Retail

The epitome of luxury: Paris retail property takes on a new life…

| Cities | Mar 1, 2018

Johannesburg | Hotels & hospitality

The epitome of luxury: Paris retail property…

| Cities

Desktop

regular tile: 25% of grid / 3 columns; image ratio 16:9

all copy: 20 px top

collection: Source Sans Pro Regular 14 px / 20 px; #000000

title: Source Sans Pro Bold 20 px / 24 px; #000000; the title container = 100% of the tile width, a headline longer than 2 lines is truncated after the last full word followed by ellipsis

subhead: Source Sans Pro Regular 14 px / 20 px; #626468, a subhead longer than 2 lines is truncated after the last full word followed by ellipsis. If asubhead is not available, use the first line of the article.

tag: Source Sans Pro Regular 14 px / 20 px; #000000; tag color pipe: 3 x 15 px

Tablet

regular tile: 25% of grid, image ratio 16:9

collection: Source Sans Pro Regular 12 px / 20 px; #000000, could take up to 2 lines – in this instance it will result in the article title being truncated after the 3rd line.

title: Source Sans Pro Bold 16 px / 20 px; #000000; the title container = 100% of the tile width, a headline longer than 4 lines is truncated after the last full word followed by ellipsis.

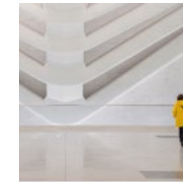**tag:** Source Sans Pro Regular 12 px / 20 px; #000000; tag color pipe: 3 x 15 px

Mobile

regular tile: 50% of grid, image ratio 1:1

collection: Source Sans Pro Regular 11 px / 20 px; #000000, could take up to 2 lines – in this instance it will result in the article title being truncated after the 3rd line.

title: H5 mobile, Source Sans Pro Semibold 18 px / 24 px; #000000; the title container = 50% of the grid, a headline longer than 4 lines is truncated after the last full word followed by ellipsis.

tag: Source Sans Pro Regular 11 px / 20 px; #000000; tag color pipe: 3 x 15 px

Metadata

The following metadata is associated with both article teaser types:

• Location (Global, Regional <e.g., Americas, EMEA, APAC>, Country <e.g., United States, United Kingdom>, or City <e.g., Chicago, London> as appropriate)
• Industry (Industry, Sector, or Industry Segment as appropriate)
• Category (Workplace, Investor, Cities, Research as appropriate) – the Category tag may be suppressed at the Hub Page level pending additional client input – authors should remember to tag their sub-categories for Hub Page filtered views
• Date (Day, Year)

Filtered Landing Page View

When a user selects a category other than the "Latest", the Landing Page refreshes with a filtered view of content only from the newly selected category. For the Investor and Workplace categories, the filtered view displays up to 4 rows of the latest content before a promotional banner appears, which links to a dedicated category Hub Page.

The Filtered Landing Page view is by default dynamically generated based on the number of associated Featured Article Teasers and Latest Article Teasers available for the category. However, authors may arrange the Filtered Landing Page view in the same way as they arrange the Latest Landing Page view. In other words, a content author can define the teaser combination for the first four rows in the Filtered Landing Page view.

For the Research and Cities categories, the filtered view also shows up to 4 rows of the latest category content. But in these categories, an inline search bar appears, which allows a user to conduct a search for more category content filtered by industry and location. There are currently no Hub Pages for Research and Cities categories at this time.

Promotional Banners

The rows of article teaser tiles may include a promotional banner that will allow a user to subscribe and receive Trends & insights articles via email or link to a Hub Page. The promotional banner should appear after the third row of copy on the default "Latest" view, but a content author may determine a different location and/or add additional banners as users scroll down the page. In lieu of a promotional banner, content authors may place a form to elicit subscriptions.

Hub Pages

Hub Pages are children pages of the filtered Landing Page experience. Users may access a Hub Page by clicking on category-specific metadata tags (e.g., "Cities" in an article teaser) or by clicking on promotional banners that direct users to the Hub Page. There is a category Hub Page for two of the four Trends & insights categories (excluding Cities and Research).

The Workplace and Investors category Hub Pages will all have sub-categories associated with them. These sub-categories will act as filters within these hubs, just as their parent categories act as category filters on the main Landing Page. For example, "Investors" is a category of Trends & insights. While on the Investor Hub Page, the navigational categories change to "News, Opportunities, Opinions, and Research" and the master headline changes to "Investor". There is currently not an "Latest" view for these Hub Pages, and will therefore default to the first sub-category view (authors may choose to add a "Latest" view for their respective Hub Page).

Each Hub Page follows a similar design pattern of the parent Landing Page, but there are some unique considerations that need to be called out.

How It's Authored:

Like the Landing Pages, authors can define the composition of a row, but with the added ability to define rows for each sub-category section. Authors will need to tag articles by sub-category to achieve the desired experience to surface each article per sub-category.

Hub Page Exceptions

Within the Hub Pages, content authors may break up the page with promotional banners (component C022), forms (component F001), and an inline search bar (component NAV005).

Within the "Opportunities" sub-category of the Investor category, content authors can add the Featured Deals component into the page (Currently known as a the C002 w/ Deal variation).

There will not be a Research or Cities Hub Page at this time.

The two Hub Page pages may use an embedded filter that will allow users to sort the Latest Article Teasers by their Industry and Location tags. (**Note:** pending implementation)

Full Category and Sub-Category List

All Trends & insights

Workplace
Investors
Cities
Research

Investors Landing

News
Opportunities
Opinions
Research

Workplace Landing

Cat 1 TBD
Cat 2 TBD
Cat 3 TBD
Cat 4 TBD

Cities Landing

No Hub Page at this time

Research Landing

No Hub Page at this time

Appendix

Change log

January 29, 2018 - First batch of approved components and layouts

February 2, 2018 - Edits and general presentation revisions to the mobile Needs images

February 20, 2018 - Adds Sprint 5 components and image guidelines. Please note ID changes for components C004, C005, and C007, and the layout ID for L020 Sub-Needs Landing.

March 7, 2018 - Adds all Sprint 6 layouts and components

April 20, 2018 - Adds Sprint 7 layouts and components and SEO guidelines

May 4, 2018 - Adds Trends & insights design overview, tagging guidelines, updated images, and additional revisions (deprecates H005 and C006)