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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.

Five Article Teaser Combination Options

The image displays the JLL Trends & Insights website interface with five different combinations of article teasers. Each combination is indicated by a horizontal arrow pointing to the right, followed by a sequence of numbers representing the count of each article in that combination.

Option 1: 50 - 25 - 25

Option 2: 25 - 50 - 25

Option 3: 25 - 25 - 50

Option 4: 50 - 50

Option 5: 25 - 25 - 25 - 25

Article Teaser Definitions

Featured Article Teaser



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.

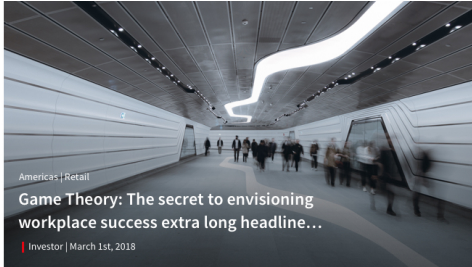
Important note: Because of the design of the teasers, the teaser image for both the Featured and Latest Article Teasers should pull from the article's source hero thumbnail image, which will need to be uploaded while creating the source article. The cut-out style of images displayed on the Article Details 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 clickable.
- 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.

Featured Article Teaser Specifications



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



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



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

Latest Article Teaser



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 clickable.
- 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.

Latest Article Teaser Specifications



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

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 a subhead 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



Johannesburg | Hotels & hospitality
The epitome of luxury: Paris retail property...
| Cities

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



Johannesburg | Retail
The epitome of luxury: Paris retail property takes on a new life...
| Cities | Mar 1, 2018

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

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