



2024

Brand standards



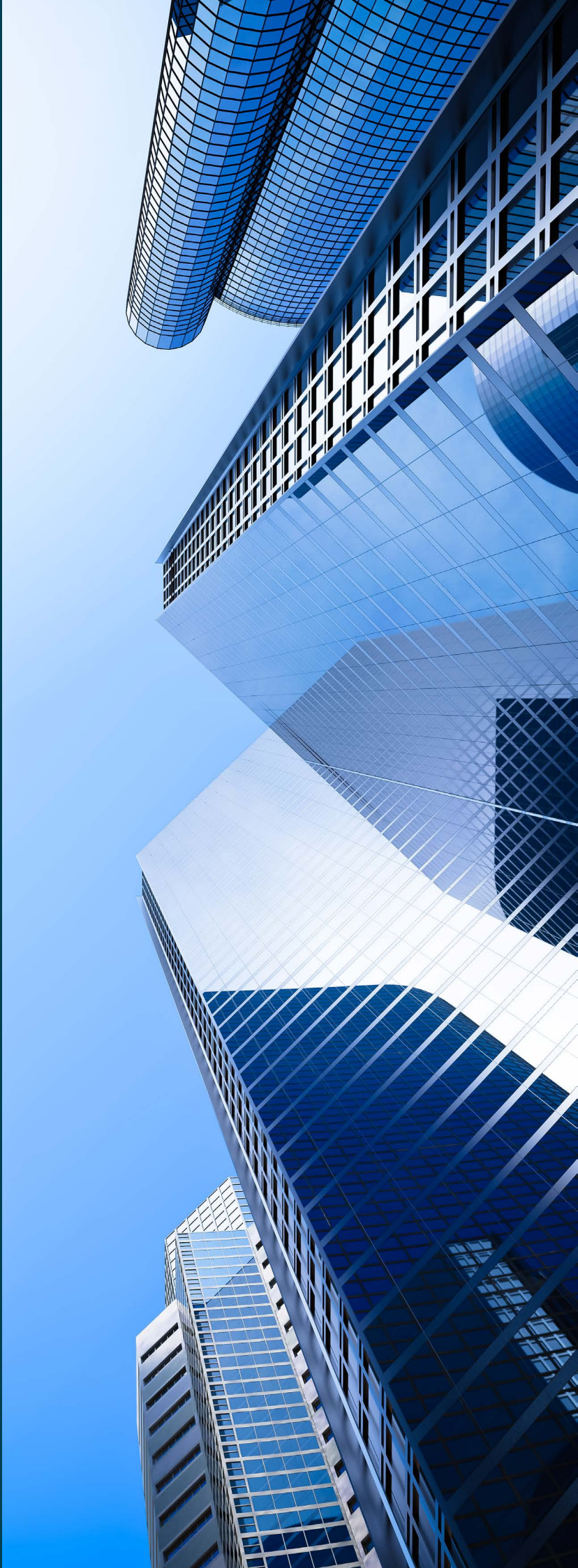
BuildingEngines

A JLL company

buildingengines.com

Contents

Mission	01
Building Engines logo	02
Prism logo	04
Proprietary logos	05
Logo usage restrictions	06
Secondary branding	09
Color palette	13
Typography	16
Margins, columns, & rows	23
Brand voice and terminology	24
Image guidelines	25
Important changes and reosurces	27

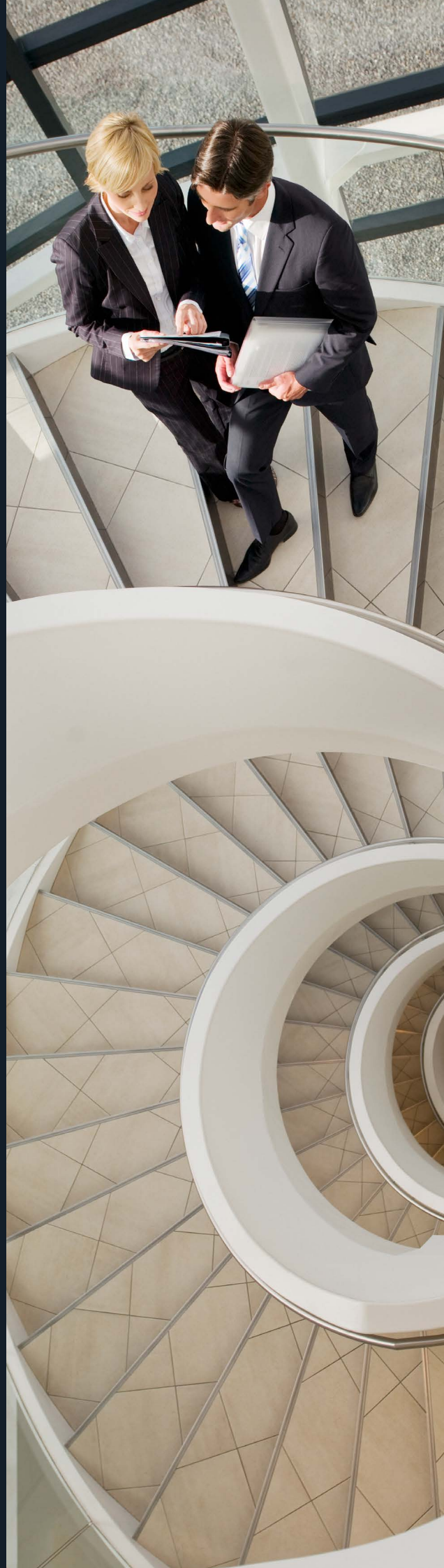


“

To increase the value and profitability of their buildings, many CRE investors have the same goals: to improve operational efficiencies, standardize processes across their portfolios, and gain better insights from their data. Technology is the biggest driver in their ability to do all this fast.

Daniel Russo

President, Property Management Technologies, JLL



Building Engines logo

Standard logo

The branded Building Engines logo consists of the logotype in deep navy with a two-tone blue logo mark to the left. The logo mark consists of two sheared sets of eight parallel lines, intersecting at an angle to appear as a commercial building. The

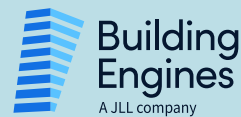
tagline “a JLL company” appears just below the logotype. While this is the official logo, the Classic logo (see next page) is still often used externally. The logo and logo mark can be displayed in the following ways.

Color treatments

Color logo treatments must be shown at full opacity and must be on either a white or consistently light background.



Horizontal logo



Stacked logo



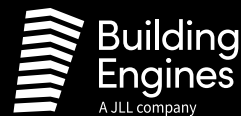
Logo mark

White treatments

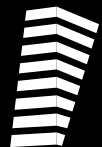
White logo treatments must be shown with at least 25% opacity, and must be on either a black or consistently dark background.



Horizontal logo



Stacked logo



Logo mark

Black treatments

Black logo treatments must be shown with at least 25% opacity, and must be on either a white or consistently light background.



Horizontal logo



Stacked logo



Logo mark

Classic logo

The classic Building Engines logo consists of the logotype in deep navy with a two-tone blue logo mark to the left. The logo mark consists of two sheared sets of eight parallel lines, intersecting

at an angle to appear as a commercial building. The classic version has no tagline. This version is a popular option for external prompts. The logo and logo mark can be displayed in the following ways.

Color treatments

Color logo treatments must be shown at full opacity and must be on either a white or consistently light background.



BuildingEngines

Horizontal logo



Building
Engines

Stacked logo



Logo mark

White treatments

White logo treatments must be shown with at least 25% opacity, and must be on either a black or consistently dark background.



BuildingEngines

Horizontal logo



Building
Engines

Stacked logo



Logo mark

Black treatments

Black logo treatments must be shown with at least 25% opacity, and must be on either a white or consistently light background.



BuildingEngines

Horizontal logo



Building
Engines

Stacked logo



Logo mark

Prism logo

Prism is Building Engines' best-of-breed building operations platform. As the primary product of Building Engines, Prism retains its own branding. The logo consists of a prismatic array of 8 triangles imitating a P glyph. It is accompanied by an all-caps logotype spelling out Prism, accompanied

by a tagline identifying it as a Building Engines product. The monotone versions of the logo utilize varying opacities to retain logo's contrast between elements. The logo and logo mark can be displayed in the following ways.

Color treatments

Color logo treatments must be shown at full opacity and must be on either a white or consistently light background.



Logo



Logo mark

White treatments

White logo treatments must be shown with at least 25% opacity, and must be on either a black or consistently dark background.



Logo



Logo mark

Black treatments

Black logo treatments must be shown with at least 25% opacity, and must be on either a white or consistently light background.



Logo



Logo mark

Proprietary logos

Building Engine’s boasts an impressive portfolio of products it has acquired throughout the years. In general, these properties and logos can and should be represented as Building Engines. There are rare occasions when LogCheck, Ravti, and RDM (logo mark only) may still be represented

with their unique branding. Older assets, including Synlio and AwareManager, should never be represented as anything other than Building Engines. The proprietary logos and logo marks can be displayed in the following ways.

Color treatments

Color logo treatments must be shown at full opacity and must be on either a white or consistently light background.



White treatments

White logo treatments must be shown with at least 25% opacity, and must be on either a black or consistently dark background.



Black treatments

Black logo treatments must be shown with at least 25% opacity, and must be on either a white or consistently light background.

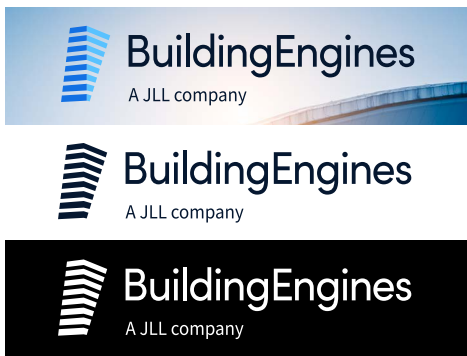


Logo usage restrictions

Backgrounds

Solid colored backgrounds are preferred, but patterned/photographic backgrounds are permitted so long as they do not affect readability. Color logo treatments and black logo treatments

must appear on a white or consistently light background. White logo treatments must appear on a black or consistently dark background.



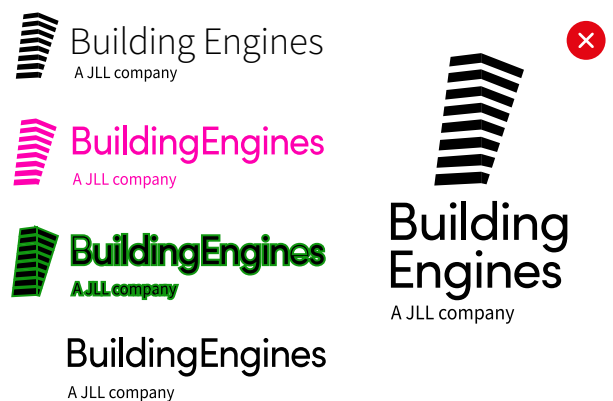
Correct Usage

Incorrect Usage

Color & composition

The Building Engines logo is constructed using custom variations on the Sofia Pro typeface in addition to a brand logo mark. For consistency, the logo must always be represented graphically, and never typed out. The stylized logotype is never to be used without the logo mark. The Building Engines logo mark may be used on its own, but

should not be used as the sole representation of the brand. The logo may only be completely black, completely white, or the approved full color composition. The logotype may never be stacked over or under the logo mark. The logo should never be outlined or given overly distracting shadows or shading.



Correct usage

Incorrect usage

Size & shape

The Building Engines logo has no maximum size, but should generally not go below 150 pixels wide. A good indicator of appropriate size is a visual check that the negative space lines of the

logo mark are still clearly defined. Non-uniform scaling, shearing and distorting should never be applied to the logo.



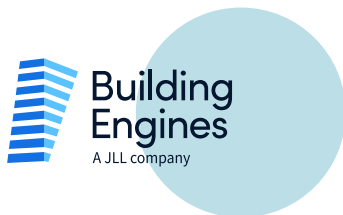
Correct usage

Incorrect usage

Clearance

The Building Engines logo should always have at least a .5 em clearance around the it. The logo

should also always be in the foreground, and never overlapped by other elements.



Correct usage

Incorrect usage

Correct logo versions

Like many companies, Building Engines’ logo has evolved over time. In addition, the company has grown through acquisition and has absorbed several other companies into its portfolio. Most of those previous companies now exist as a function of Building Engines and its core platform, Prism.

Relic versions of the Building Engines logo, and acquired company logos should not be used to represent Building Engines. The only exceptions being explicitly referencing these past logos and acquisitions.



Correct usage

Incorrect usage

Standalone products

Whether by design or time, some Building Engines companies remain partially independent and may be branded as such. These company logos

should always be accompanied by the “A Building Engines Company” tagline. The Building Engines usage restrictions also apply to these logos.



Correct usage

Incorrect usage

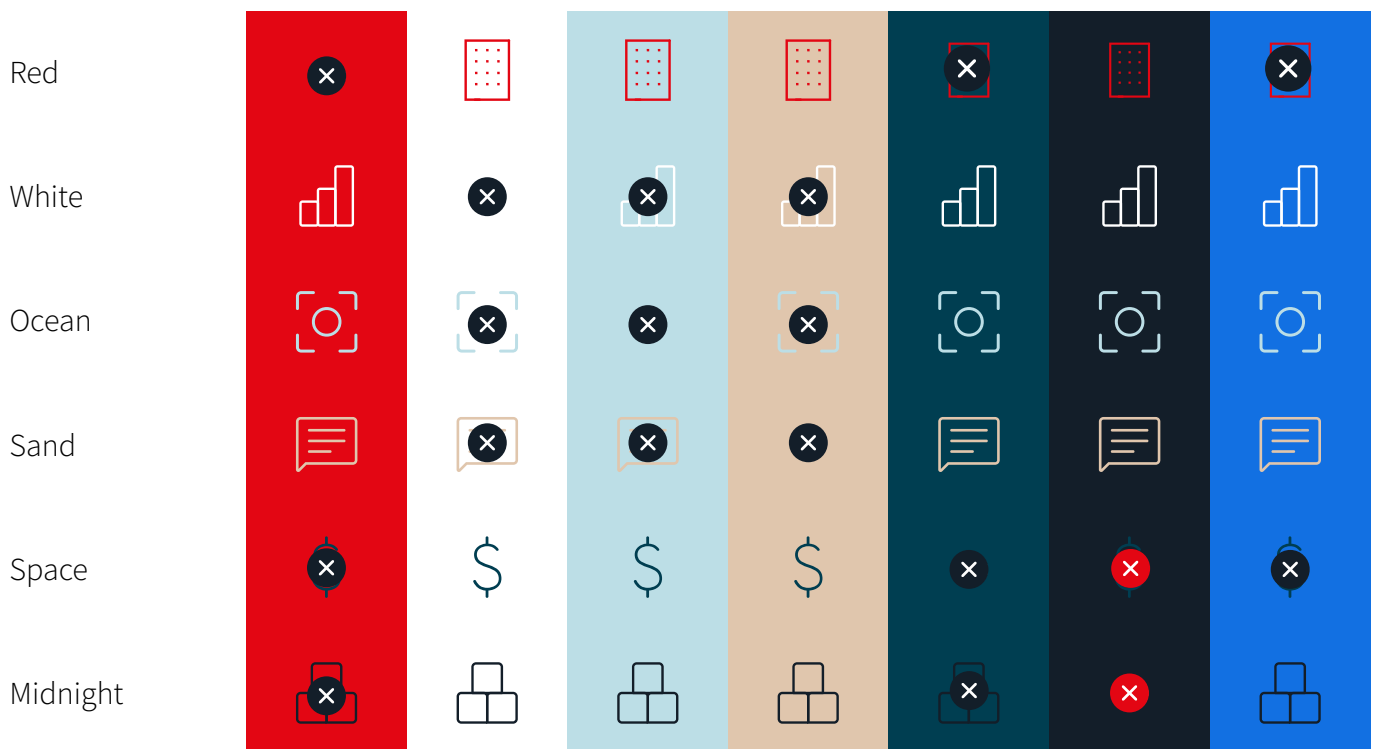
Secondary branding

Custom icons

Building Engines now has access to the entirety of the JLL icon library. Any older Building Engines icons should be retired in favor of the JLL versions. The icon library can be accessed through the [JLL brand portal](#). Please choose icons with high contrasts against their backgrounds. By mixing

and matching, you can achieve bold or subtle contrasts. Refer to the following graphic for examples of successful combinations.

Please note that icons no longer exist in BE Royal Blue, and should not be made so.



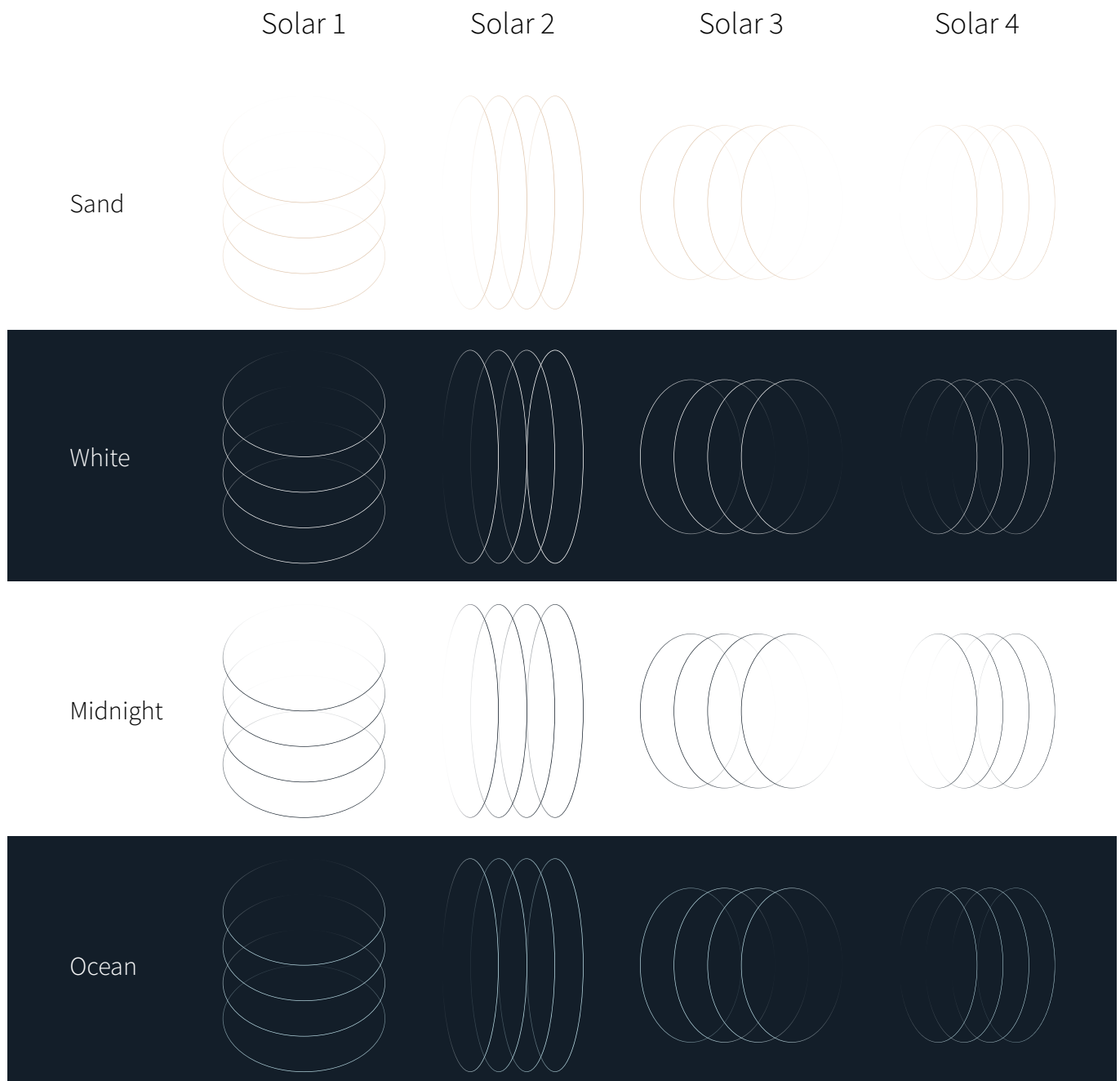
Solars

Like icons, Building Engines now has access to JLL's proprietary Solar graphics as secondary branding. Like the icons, these can be found within [the JLL brand portal](#).

Solars come in 4 styles in the colors Midnight, Ocean, Sand and White. They may be placed over solid backgrounds. Refer to the color

combinations section to understand which Solar and background color combinations are allowed.

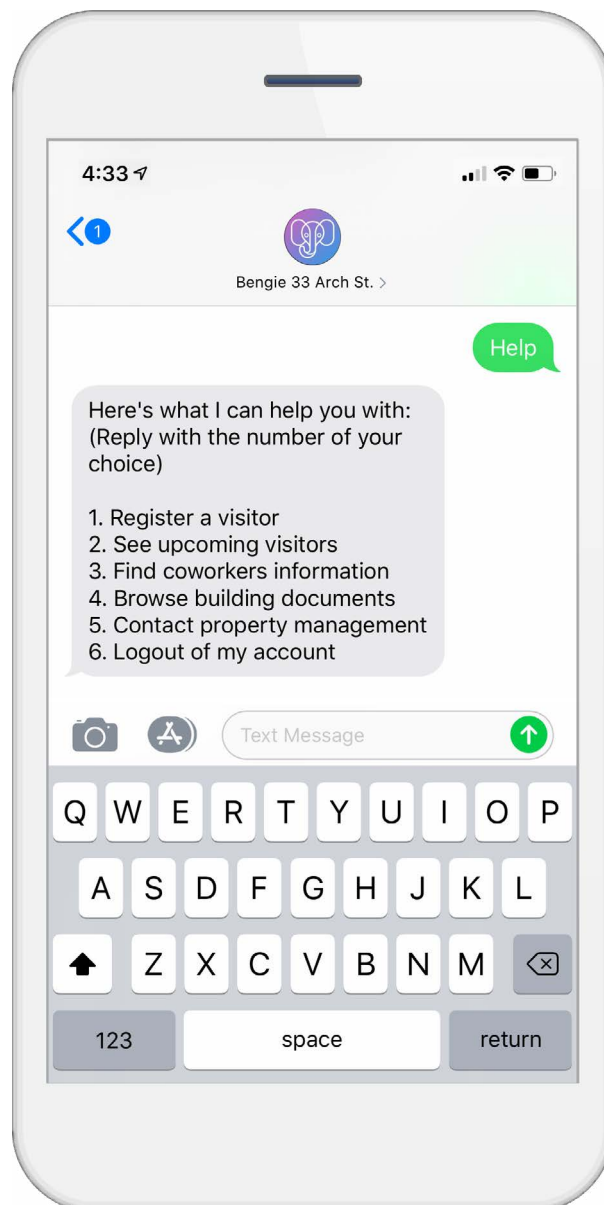
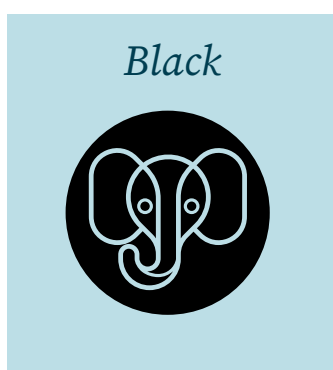
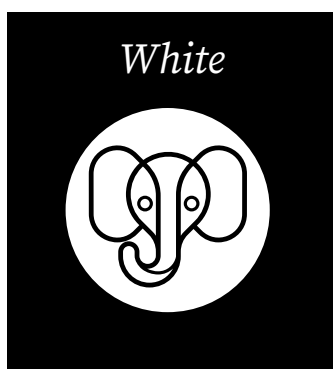
Solars should always be in the background and never interact with other elements in a way that reduces legibility. At least 2 sides of a Solar should be bleeding off of the document's edge.



Feature icons

Some features of Prism may have their own icons that function nearly identically to logos. It is perfectly acceptable to treat these icons with all the usage considerations and restrictions of any other Building Engines logo. As an example, here

is a treatment guide for the Prism feature known as Bengie. Bengie is an AI-powered virtual building assistant that provides a faster and simpler way for occupants to engage with building management.



Parent company

In 2021 Building Engines was acquired by JLL Technologies, a branch of JLL (Jones Lang LaSalle). As such there may arise occasion to use JLL branding. JLL and Building Engines’ branding is most often kept apart. On the occasion that

JLL’s logo is used, their branding guidelines must be followed, **NOT** Building Engines’. The JLL logo must be presented as-is unless given express consent by Building Engines and JLL. The full JLL logo should be used without alterations.



Sibling companies

Building Engines is but one company in the JLLT portfolio. As such it is not uncommon for sibling companies to appear on cobranded materials for Building Engines. In situations where the source voice and styling is from a Building Engines perspective, it is acceptable to apply Building

Engines’ brand standards to sibling company assets. If a sibling company has a logomark, it can also be represented as a secondary branded icon in the same way Prism features like Bengie, or Building Engines acquisitions like RealAccess are.



Hank logo



Hank secondary branding icon

Color palette

Core palette

Building Engines has adopted the JLL color palette. The only exception is the addition of BE Royal Blue. While JLL Red is available, it should

not be used as a negative indicator. All standard body copy should be Midnight or White depending on backgrounds.



Transparencies

Backgrounds should always be at 100% opacity, otherwise the core palette colors of Ocean, Sand, Space, Midnight and White may be used in

transparency in increments of 25% to assist with content design.

<i>White</i> 100%	<i>Ocean</i> 100%	<i>Sand</i> 100%	<i>Space</i> 100%	<i>Midnight</i> 100
75%	75%	75%	75%	75%
50%	50%	50%	50%	50%
25%	25%	25%	25%	25%

Color Combinations

Our color palette has been designed to provide flexibility. The recommended variations at right have been tested to

maximize legibility to Accessibility standards. Avoid using BE Royal Blue and JLL Red as background colors.

<i>White</i> 100%	<i>Ocean</i> 100%	<i>Sand</i> 100%	<i>Space</i> 100%	<i>Midnight</i> 100
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Text colors:

JLL Red
BE Royal Blue
Space
Midnight

Text colors:

JLL Red
BE Royal Blue
Space
Midnight

Text colors:

JLL Red
BE Royal Blue
Space
Midnight

Text colors:

White
Ocean
Sand

Text colors:

JLL Red
BE Royal Blue
White
Ocean
Sand

Pattern colors:

Ocean
Sand
Space
Midnight

Pattern colors:

White
Space
Midnight

Pattern colors:

White
Space
Midnight

Pattern colors:

White
Ocean
Sand

Pattern colors:

White
Ocean
Sand
Space

Data visualization and supporting palettes

Our supporting color palettes have been specifically designed to help communicate information effectively.

A recommended sequence has been designed to ensure adequate contrast and uniformity across all charts and visualizations.

Data visualization

1. <i>Dune</i>	Hex #D1B9A7 CMYK 18 27 33 4 RGB 209 185 167
2. <i>Azure</i>	Hex #40798D CMYK 75 37 32 15 RGB 64 121 141
3. <i>Sea</i>	Hex #95C6D5 CMYK 46 9 15 0 RGB 149 198 213
4. <i>Orchid</i>	Hex #9350D7 CMYK 51 73 14 0 RGB 145 89 145
5. <i>Meadow</i>	Hex #A5C6A5 CMYK 42 9 42 0 RGB 2165 198 165
6. <i>Cedar</i>	Hex #7D6F64 CMYK 44 44 49 31 RGB 125 111 100
7. <i>Periwinkle</i>	Hex #AABCF4 CMYK 38 23 0 0 RGB 170 188 244
8. <i>Forest</i>	Hex #497749 CMYK 73 32 80 19 RGB 73 119 73
9. <i>Dusk</i>	Hex #D0B5D0 CMYK 21 33 6 0 RGB 208 181 208
10. <i>Glacier</i>	Hex #667579 CMYK 60 40 40 23 RGB 102 117 121

Highlight color palette

<i>Sky</i>	Hex #0C7BA1 CMYK 84 37 22 6 RGB 12 123 161
<i>Cloud</i>	Hex #B6C0C2 CMYK 33 19 22 2 RGB 182 192 194

Sky is used as the “voice” of Building Engines. Cloud is used for accompanying/opposing data. For multiple other data points use Cloud in graduating transparencies approaching 20%.

Sequential color palette

<i>Space</i>	Hex #003E51 CMYK 100 62 45 42 RGB 0 62 81
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Use Space to represent relationship and trend charts, graduating the transparencies; minimum transparency is 10%.

Diverging color palette

<i>Space</i>	Hex #003E51 CMYK 100 62 45 42 RGB 0 62 81
--------------	---

↓ Graduate Space’s transparency towards zero, using Pearl as the zero/null value.

<i>Pearl</i> <i>Null/Other</i>	Hex #D4D4D4 CMYK 20 14 15 0 RGB 212 212 212
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↑ Graduate Chestnut’s transparency towards zero, using Pearl as the zero/null value.

<i>Chestnut</i>	Hex #742B00 CMYK 32 84 100 48 RGB 116 43 0
-----------------	--

BE RAG color palette

<i>Danger</i>	Hex #C64901 CMYK 16 80 100 6 RGB 198 73 1
<i>Warning</i>	Hex #B6C0C2 CMYK 33 18 21 2 RGB 182 192 194
<i>Success</i>	Hex #08475E CMYK 95 60 41 33 RGB 8 71 94

Client-facing RAG color palette

<i>Danger</i>	Hex #B0133A CMYK 21 100 65 14 RGB 176 19 58
<i>Warning</i>	Hex #CB5E24 CMYK 16 71 94 5 RGB 203 94 36
<i>Success</i>	Hex #0A6638 CMYK 89 33 91 26 RGB 10 102 56

Note: For more detailed explanations and examples on how to implement these palettes, please refer to the Data Visualization Guidelines found on [the JLL Brand Portal](#).

Typography

Source Sans Pro

Our Core font is Source Sans Pro. It's an open-source (free-to-use) font which is available with a full set of characters.

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Serif Pro Italic

We use Source Serif Pro Italic specifically for highlighting key information; for example, short opening paragraphs, captions, and numbers.

Source Serif Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Source Sans Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

It can also be used for figures on dividers or to highlight specific infographics.

Web-safe alternatives

There are instances where it's necessary to use a system font (eg, Microsoft applications, Email etc.). We use Arial as an alternative to Source Sans Pro,

and Times New Roman Italic as an alternative to Source Serif Pro Italic.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Copy hierarchy

Heading

Source Sans Pro Light, 60pt/48pt/36pt
 midnight or white

Document headline

Subheading

Source Sans Pro Semi-bold, 16pt
 midnight, white, or accent color

Document subhead

Heading

Source Sans Pro Light, 24pt
 midnight or white

Page or chapter heading

Intro text and call-outs

Source Serif Pro Light, italic, 14pt
 midnight, white, or accent color

Intro text or subheading to a page or chapter, or a general callout heading

X-head

Source Sans Pro SemiBold, 12pt
 royal blue, midnight, or white

Small copy header

Eyebrow

Source Sans Pro Light, 12pt,
 midnight, white, or accent color

Eyebrow

Header and footer

Source Sans Pro Light, 10pt/8pt (per density), midnight or white

Header, footer, and other fine copy sizes

Body

Source Sans Pro Light, 10pt/12pt/14pt (per density), midnight or white

Standard body copy. It should default at 12pt, but can scale up or down depending on document density.

Standard quote

Standard quotes are denoted with a single open quotation mark (36pt, Source Sans Pro bold, document accent color). The quote itself follows slightly larger than body copy (14pt, Source Sans Pro light, black). The quoted person appears after a hard return (12pt, Source Sans Pro bold, black). Directly beneath is the person's title(s) (10pt,

Source Serif Pro italic, black). The entirety of the quote copy should sit 6mm (¼ inch) off of a 1pt wide stroke on the left. The stroke should be the color of the document accent color, and it should be the height of the quote copy. The entire block, copy and stroke, should have a left and right indent of 6mm (¼ inch) each.

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent semper pellentesque libero, in malesuada nulla rhoncus quis. Mauris tristique tortor eget cursus posuere.

John Doe

Quisque non metus magna

Graphic quote

A graphic quote is accomplished by modifying the standard quote. The quote has no left stroke, all copy is white, and sits within a block the width of the current content well. the quote copy is also standard weight to stand out against the

background color. The quoted person's name is also given an extra return to increase the negative space. All copy should have about 13mm (½ inch) of clearance within the rectangle.

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent semper pellentesque libero, in malesuada nulla rhoncus quis. Mauris tristique tortor eget cursus posuere.

John Doe

Quisque non metus magna

Decorative quote

The quote copy should be adapted to standard Headline 1 point size. The quoted person and their title(s) should match a standard quote. The quote should have 6mm (¼ inch) of an indent. Insert a large, Source Sans Pro black, open quote behind

the quote copy, aligning to the left margin. It should be a lighter transparency of the document accent colors. The quotation mark should about twice the height of the quote copy, with the first line centered vertically in the glyph.

“Lorem ipsum dolor
sit amet, consectetur
adipiscing elit.”

John Doe

Quisque non metus magna

Call to action button

These buttons should be Source Sans Pro Bold, black, with a accent-colored right arrow approximately two spaces away. If the call to

action is on a dark background, the entire item should be white.

Sample call to action →

All lists

It is important to maintain the side margin when possible. In that spirit, lists should not receive any special indentation. The list itself should

- Item number one
- Item number two
- Item number three

be separated by a single hard return, but the individual items can be separated from each other via standard leading.

Unordered lists

Sometimes simplest is best. Unordered lists should be represented via midnight bullets. All level of sub-item can similarly be represented

- Item number one
 - Item number one, sub item one
 - Item number one, sub item one, sub-sub item one
- Item number two

with the same bullet, but indented 6mm (1/8 inch) for each level.

Ordered lists

Most of the stylings can remain the same as an unordered list. However ordered lists by definition require thier items to be assigned priority. In this

instance, tier-1 items can be numbers, tier-2 items can be lowercase letters, and tier-3 items can be roman numerals. The glyphs should be bolded.

1. Item number one
 - a. Item number one, sub item one
 - i. Item number one, sub item one, sub-sub item one
 - ii. item number one, sub item one, sub-sub item two

Captions

Captions don't need to be included for every photo. Captions should add valuable context to a piece and/or give appropriate credits. Captions should contain a very short description of the people, locations and actions taking place; specificity is helpful. If crediting is needed provide it following a comma for source and date. Similar to quotes, a 1pt vertical line in the color of the document's accent color should extend down the left hand side of the caption, the entire

height of the caption. There should be about 1 em space between line and copy. The line/copy block should sit 1 em space beneath the photo. Depending on the length of the caption, the line may be nothing more than a colored glyph to capture the eye, to a longer element that helps visually contain the copy and refer it to the above image. Captions can follow header 6 sizing guides, and should be left or right aligned, matching the document it appears in.



| Lorem ipsum dolor sit amet, John Doe Photo Services, 2022

Text over images

Text should be easily readable on a background. White text should be used on dark backgrounds, midnight text on light backgrounds. Additional palette colors should be used sparingly if at all;

that color variance usually is not the visual thesis. Aim for images with plenty of negative space. Constricted negative space and busy backgrounds reduce accessibility and reader experience.



Correct



Incorrect

Sentence case

All copy and especially headlines are presented in sentence case. Sentence case means all headlines are written as if part of a sentence structure; the first letter is capitalized and the rest of the headline is lowercase

Kerning and tracking

Kerning and tracking (the spacing between glyphs) should remain standard.

Leading and how to find it

Leading for headlines is recommended to be 1.2 times the font-size used. For example, if a font point size is 12pt: **12 x 1.2 = 14.4**. All standard body copy can retain an automatic line-height.

Do not hyphenate when wrapping

Wrapping can happen mid-word through the use of a hyphen. While this can create cleaner vertical lines on aligned text, it should be strictly avoided. Hyphens add to character counts and are a hinderance to accessibility.

“And” versus “&”

Whenever possible use the full word “and”. If it is for design reasons or absolutely necessary for spacing, an ampersand is permitted.

Document copy width

Document copy should never be the full width of a page. The maximum is 2/3 within the 6 column standard (4 of 6 columns). Instead, copy should be broken into columns to fill the width of the page when needed. 2 or 3 columns are standard, respecting the gutter size of the grid system.

Ragged text

You will typically align text to the left of a content well, but may right-align if a design calls for it. By keeping a consistent alignment in a document you maintain a simple visual cue that trains the eye downward along the margin. Do your best not to break this line unless it is an explicit design choicel; you intentionally want to interrupt visual flow like in an infographic.

Copy should be aligned, not justified. With consistently left-aligned text, the uneven text to the right will be ragged. This is correct, as we want to condition the eye to move down the page with the left line to reduce visual fatigue.

Widows and orphans

A “widow” is a short word or phrase ending a block of text on its own line. An “orphan” is a similar short word or phrase that begins a new column or page, but functions to end a paragraph on the previous column or page. Both should be avoided unless absolutely necessary.

Oxford commas

Oxford commas (or serial commas) improve accessibility and reduce ambiguity in general.

Ligatures

Ligatures can be a hinderance to accessibility and should be deactivated by default.

Margins, columns, and rows

Margins

Margins are equal to 7% of the shortest side of a document. That would give letter-sized documents about 15mm margins.

If a document contains a header or footer, an extra 25mm of spacing should be allotted at the top or bottom of the document respectively.

Columns

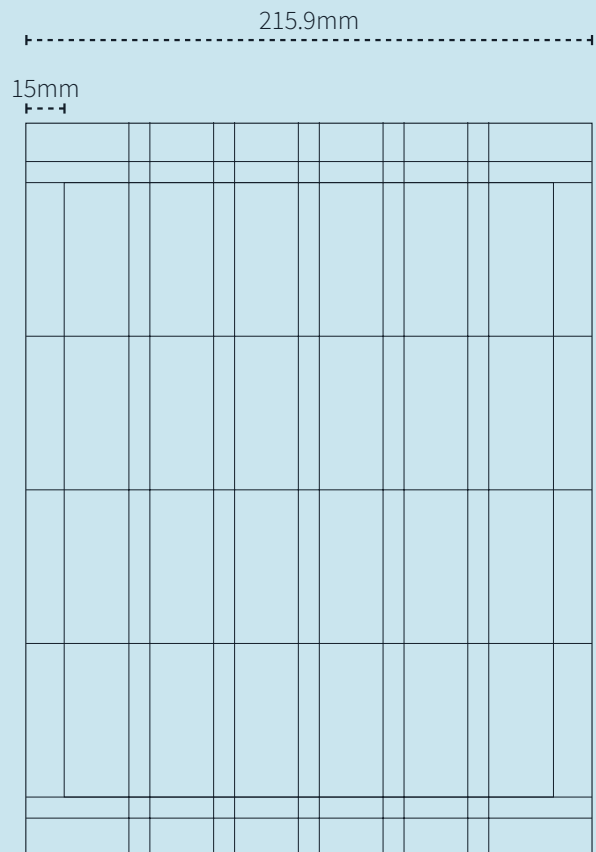
Standard documents should be arranged into a six-column grid. This can easily be extrapolated into a 2 or 3 column layout. The gutters in this layout should be 8mm.

Rows

Four equally spaced rows should be distributed within the margins. These will serve as general alignment guides for content elements, but exceptions can occur if a design requires it.

Example of a letter-sized doc.

Notice that the side margins are 15mm, which is about 7% of the document width of 215.9mm (8.5 inches). There are 6 columns separated by 8mm gutters and 4 content rows to work with. Since this document has a header and footer, the top and bottom margins are nudged 25mm from the document edge. Guides are placed at the previous margin lines to help contain these elements.



Brand voice and terminology

Voice

Building Engines' voice is both authoritative and cordial. As such, there's no need to be overly formal. Contractions, colloquialisms, and metaphor are all acceptable in moderation. The

goal is to be approachable to a broad range of customer profiles while inspiring confidence in our product.

Terminology

Customers: This is the preferred terminology for those who use Building Engine's services. To avoid repetition, "clients" may be used sparingly.

Standalone/Exclusive Products: standalone offerings that are sold and purchased outside of Prism (primarily recently acquired products)

Ex: Ravti, LogCheck

Platform: the primary term when referring to Prism

Ex: Prism is CRE's most innovative building operations platform

Solutions: refers informally to important categories our products help support. (Often includes key use cases, industries, personas, etc.)

Ex: We offer Commercial Office solutions, but not a Commercial Office "module"

Modules: integrated, purchasable and "pluggable" product categories within the Prism platform

Ex: Work Orders, Preventive Maintenance, and Visitor Access are some of our Prism modules

Features: Key, differentiating capabilities that are included as part of Prism or within certain modules, typically for no added cost.

Ex: Bengie is a feature of our Building Communications and Work Order modules. The Prism Mobile app (while somewhat unique) would also be considered a feature of Prism, not a module

Image guidelines

People

When choosing photography of people, select images that capture them in their best light. Facial expressions should be calm, happy, or hopeful; never angry or worried. We should select images of people doing a variety of things — talking with other people, working, using technology, and interacting with the environment in which they're

a part. People can be featured by themselves, but ideally should be in a group of 2 to 4 to help reflect collaboration and humanity. Diversity is extremely important, so always showcase a mix of ethnicities, gender, disabilities, ages, stages of life, and job roles.



Architecture close-up

When looking for architectural imagery, choose photos that highlight its features without being able to recognize the building. Look for interesting curves, lines, and colors for an interesting

approach, as well as unique shapes and builds. Let natural light help bring different architectural features into play by highlighting their details.



Architectural buildings

When sourcing images of architectural buildings, select those that reflect a more modern and sophisticated look. Select images with interesting angles and a point of view that helps us stand

out from more traditional or generic shots. Select dynamic crops for visual appeal, and be mindful not to show buildings that can be easily recognized.



Light

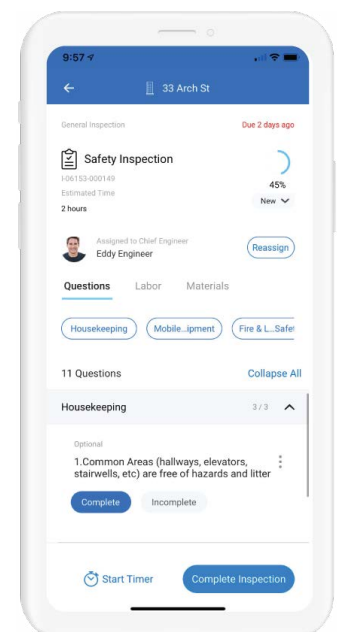
Try and choose imagery that emphasizes natural light. Light as framing, plays on shadow, reflections, etc. are all successful elements.



Screenshots and device depictions

Displaying products like Prism will take several forms. General screenshots should be carefully cropped so as to never cut-off any logo; either include it in its entirety or omit it. Generic placeholder information should be used for marketing purposes unless a customer has given explicit permission to have their information

used in Building Engines marketing materials. Blurring unused screen elements and overlapping screenshots is acceptable to better convey messaging. When depicting a product within a device, the device should be generic, have no brand identifiers, and have no accessories/casings.



Important changes and resources

Changes since 2023

Building Engines is now further integrated into the overall JLL visual style. Several important changes have happened as a result.

- **Retiring the BE Icon Library:** The old icons should no longer be used. Instead use the JLL icon Library found on [the JLL Brand Portal](#).
- **Updated color palettes:** Full adoption of all JLL color palettes are now in effect. This means the old core colors of Teal and Lavender are retired, as are the entirety of the old BE Supporting Palette colors.
 - BE Royal Blue is the only deviation and is still an acceptable color choice, especially as an alternative to JLL Red.

- **Secondary branding:** BE is now encouraged to implement JLL Solars in documents as supporting graphics. Enlarged cropped versions of the BE logo mark used to serve this purpose and should be changed accordingly going forward.

The JLL Brand Portal

As a part of JLL, all Building Engines team members are encouraged to explore the JLL brand portal. Here you will find more in depth guidelines, document templates, design tools and a wealth of other resources.

JLL Brand Portal →

