

# Johnson Controls brand guidelines

These guidelines are a working draft  
and will be continually updated.

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## A message from the global brand team

Dear valued colleagues,

We're creating a new class of smart, safe, healthy and sustainable buildings. As the world's only dedicated smart commercial buildings company, we're leading the building transformation by creating spaces that improve well-being, achieve climate goals and save money.

No one can offer the integrity, value, reliability and innovation that we can. There is real competitive advantage to be leveraged in the disciplined use of our brand identity.

As brand ambassadors, we are all champions of Johnson Controls. Together we can protect and build our brand and ensure the continued success of our company and our stakeholders around the world.

Thank you for representing Johnson Controls correctly, consistently and proudly.



# Our brand positioning

# Our positioning

Our brand positioning plays a vital role in shaping the success and longevity for Johnson Controls. It defines who we are, what we do and the impact we make as a company.

There are three pillars of our brand positioning: our purpose, our customer promise and our values.

How we talk about ourselves and our story are critical to reinforcing the power of our brand.

At Johnson Controls, we build smarter, safer, healthier and more sustainable tomorrows – for our customers, our communities and our planet.

We are saving energy and reducing emissions with industry-leading digital solutions and building automation, on top of hyper-efficient heating and cooling.

We are saving lives with word-class fire protection and security.

Finally, with our tailored advisory, design, financing and our retrofit, deployment and maintenance services, we are accelerating the journey towards a smart, safe, healthy and sustainable future.



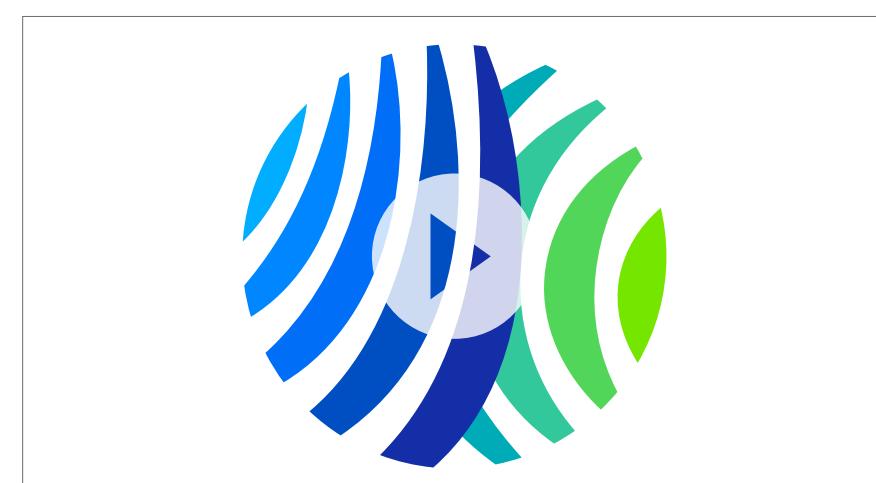
## Our customer promise



## Our purpose



## The story behind our Open Globe



# Our positioning



## Smart

**Powering buildings to think and respond**

There are three parts to what experts call the ‘smart building trifecta.’ This is creating a new class of buildings — they’re the architectural icons of the net zero age.

Efficiency. Electrification.  
Digitalization.



## Healthy

**Enhancing experiences and well-being, delivering greater productivity**

By using technology that responds to the changing needs of people and the environment, your buildings become spaces that unlock the full potential of people, resources and investments.



## Sustainable

**Accelerating the journey to net zero**

We are an expert partner in sustainable building solutions.

We make net zero leadership easy with a proven path to achieving your sustainability goals.

# Our values



## Integrity first

We promise honesty and transparency. We uphold the highest standards of integrity and honor the commitments we make.

## Purpose led

We believe in doing well by doing good and hold ourselves accountable to make the world a better place through the solutions we provide, our engagement in society, the way we do business, and our commitment to protect people and the environment.

## Customer driven

We win when our customers win. Our long-term strategic relationships provide unique insights and the ability to deliver exceptional customer experiences and solutions.

## Future focused

Our culture of innovation and continuous improvement drives us to solve today's challenges while constantly asking what's next.

## One team

We are one team, dedicated to working collaboratively to create the purposeful solutions that propel the world forward.

# Our voice, writing style and boilerplate

With every brand experience and communication, we shape the way people think about Johnson Controls and its product brands. While we communicate in many languages to different audiences, our voice must be consistent.

Refer to [writing style guide](#) when writing about Johnson Controls. This document is a practical resource for achieving clarity, consistency and effectiveness. The guidelines are relevant to all forms of communication, including website content, social media, emails, product materials, video and more.

For any queries not answered in this document, contact the brand team at [brand@jci.com](mailto:brand@jci.com)

## Boilerplate: telling the world who we are

Our boilerplate is the official paragraph we use to describe Johnson Controls. This paragraph must be used verbatim on press releases, brochures and any other materials that require an overall company description. Additional information to meet specific objectives can be covered in a second paragraph

## Boilerplate

### About Johnson Controls:

At Johnson Controls (NYSE:JCI), we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet.

Building on a proud history of 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centers, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering.

Today, Johnson Controls offers the world's largest portfolio of building technology and software as well as service solutions from some of the most trusted names in the industry.

Visit [www.johnsoncontrols.com](http://www.johnsoncontrols.com) for more information and follow @Johnson Controls on social platforms.

# Who are our brand stakeholders?

All of us.

Everyone has responsibilities that build equity in the Johnson Controls brand. We must protect the Johnson Controls brand and use it correctly and consistently to further our success.



# Key brand elements

Our logo

Our colors

The Open Globe

Our typography

Our photography

Illustration style

Iconography

Our logo

# Tagline placement and logo ratio

## Placement

The tagline is placed on the same baseline as the word "Controls" in the Johnson Controls logo.

The minimum distance between the tagline and logo should be the equivalent of the word "mission" in the tagline.

## Important

This is not a logo lock-up as the distance between the two elements and placement of the tagline can vary depending on touchpoint.

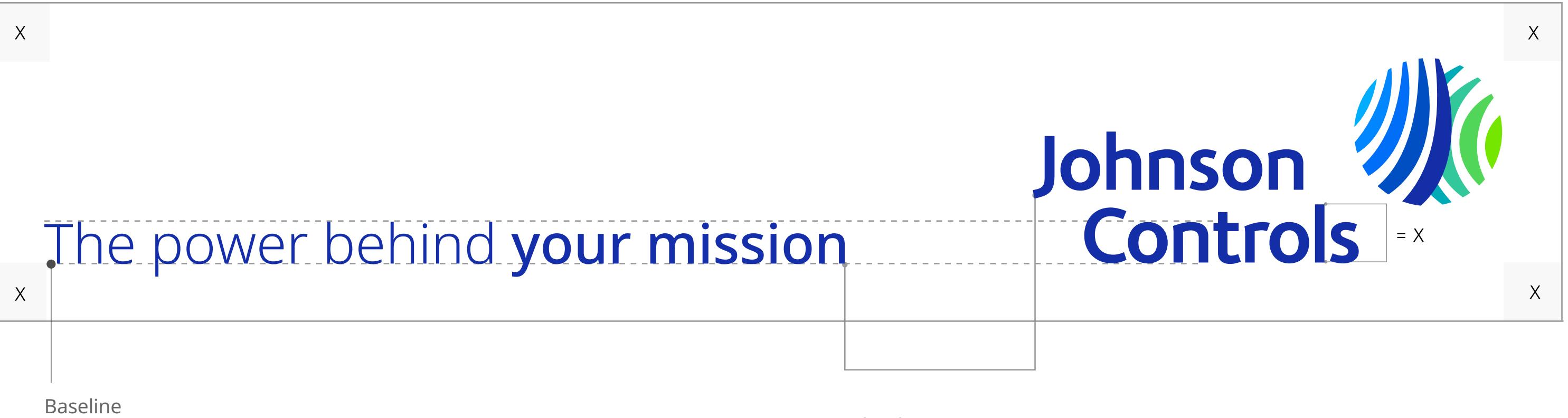
## Tagline and logo ratio

The height of the tagline is equivalent to the same height as the letter "o" in the Johnson Controls logo.

This ratio must be applied when the elements are scaled on various materials.

## Clear space

The exclusion zone around the tagline should follow the same clear space as outlined in the Johnson Controls logo. The amount of clear space surrounding our logo and tagline on all sides should be no less than the height of the letter "l" in "Johnson Controls."



The distance may vary depending on the width of the material.



The minimum distance between the logo and tagline is the same length as the word "mission" in the tagline.

# Logo clear space and sizing

## Clear space

Clear space isn't merely emptiness around our logo. It's crucial for framing our logo, separating it from other elements, such as headlines, text, imagery and the edge of a composition. Keep it free of distracting images and typography.

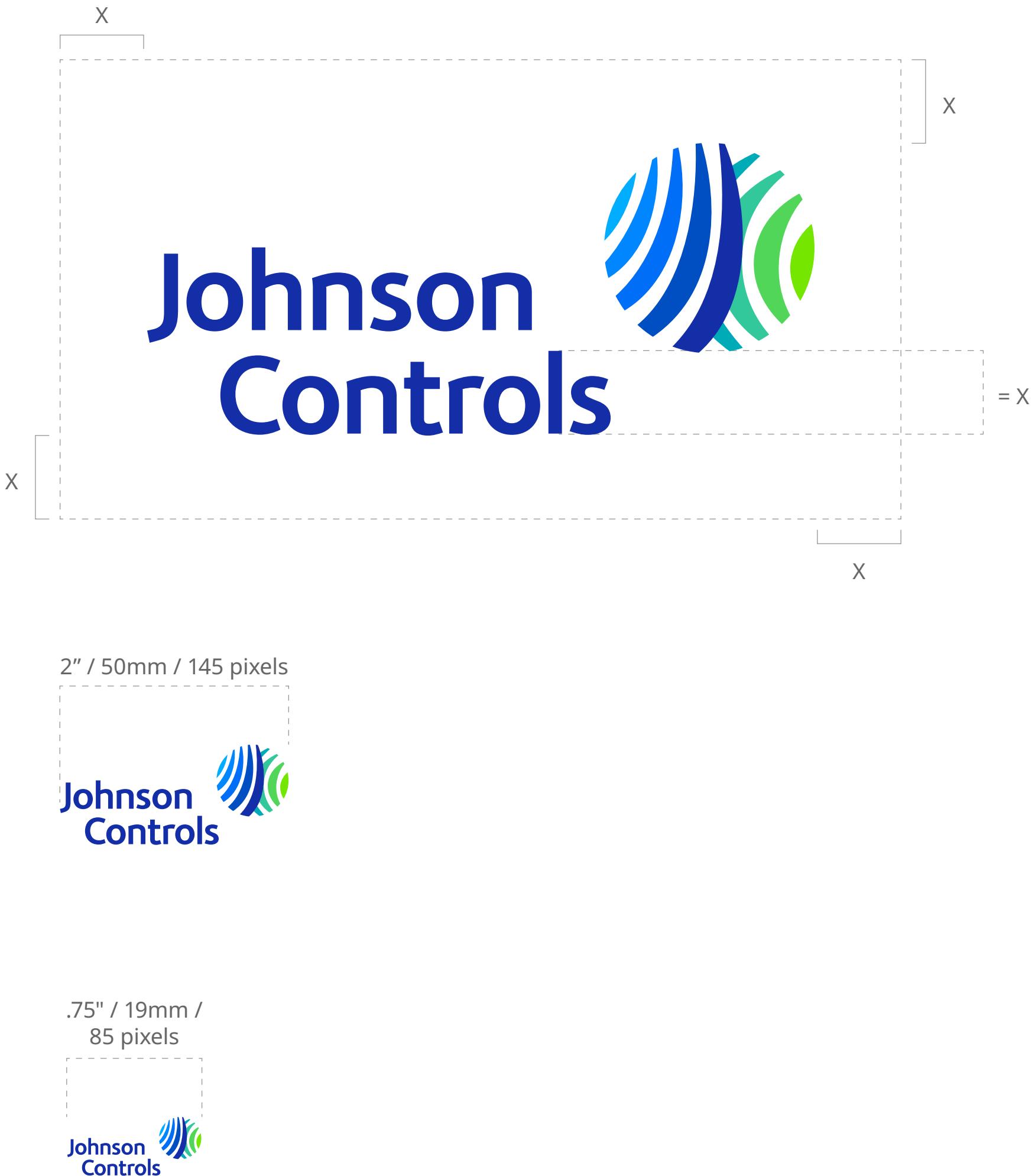
Use as much clear space as possible. At a minimum, the clear space surrounding our logo on all sides should be no less than the height of the "I" in "Johnson Controls."

## Preferred logo size

The preferred size of our logo on standard-size materials (e.g., a U.S. letter or A4 document) is two inches (50mm) wide.

## Minimum logo size

A signature that is too small has little or no impact and risks being illegible. Therefore, the minimum size of our logo in print is .75 inches (19mm) wide. In digital applications, our logo should not be reproduced at a size smaller than 85 pixels wide.



## Primary full-color logo



Open Globe symbol

Logotype

### One company: One logo

Although each of us works in a particular location and business, we are all part of one company — we are Johnson Controls.

Johnson Controls has only one logo. The logo is an enduring symbol of integrity, innovation and trust. It's the most vital expression of our brand and its strong and consistent use is critical in protecting and enhancing our brand. Respect the logo. Use it correctly, consistently and proudly.

### Components of our logo

Our logo is comprised of a modern, sans serif logotype, reflecting a contemporary look, and our Open Globe.

### Consistent use

Color is a powerful means of visual identification, and consistent use of our full-color logo builds visibility and brand awareness. Our primary logo should not be redrawn, modified or translated. You can help ensure consistency by only using the approved electronic artwork available on the Johnson Controls brand portal.

For brand recognition and intellectual property (IP) purposes, the consistent use of our full-color logo is important. Our full-color logo makes our brand instantly recognizable wherever it is seen.

Our logo is protected and registered across most of the world in the full-color version. Our IP team advises that the full-color logo is always used to ensure a stronger proof-of-usage and legal protection in case of misuse by third parties and counterfeiting cases.

## Logo color

### Preferred usage order

#### Primary full-color logo

Our primary full-color logo should be used as much as possible to build visibility and recognition for our brand. Only when it's not possible to have a background that offers enough visual contrast should other versions be used, following the order of preference outlined below.

#### One-color logos

One-color logos should only be used in special cases where it is not possible to use our primary full-color logo due to limitations in the printing process or when printing on a dark background.

Use of the one-color logos should be avoided as much as possible as it dilutes our brand and trademark protection.

#### Important

Do not attempt to convert one of our color logos to white. The white logo has been specially created to compensate for the lack of color distinction and for the optical thickening of strokes that occurs in all reversed art. You can help ensure consistency by only using the approved electronic artwork available on the Johnson Controls brand portal.

#### One-color blue logo



Our logo may be reproduced in Johnson Controls Blue for one-color logo applications such as on products, corrugated boxes or promotional materials, if our full-color logo is not suitable due to printing limitations or background color. Be sure to place this logo on a background that provides sufficient impact, visibility and legibility.

#### One-color black logo



Use this version of our logo if black is the only possible color; for example, one-color forms, payroll checks and stubs, warranty forms, contracts, invoices, technical documents, etc.

#### Reversed-out white logo



The reversed-out white logo may be used over photography or on other backgrounds that wouldn't otherwise provide enough contrast for our full-color logo. Darker backgrounds that provide sufficient contrast work well with the white logo, but avoid lighter colors like yellow to ensure the logo has strong readability.



# Logo background control

Our logo may be placed over a background color or photography as long as there is sufficient contrast to ensure impact and legibility.

Consider the visibility and impact of our logo on various backgrounds. A white background is most impactful for our full-color logo, but the logo can also have a strong impression when placed on a light color or subtle gradient. A background tint of approximately 20 percent or less is usually successful. But be sure the background color does not conflict with or obscure any of the logo colors.

Avoid placing our logo over busy or high contrast imagery or photography. Instead, ensure legibility by using a quiet area of the image behind our logo. As with a color background, the colors of the image should provide enough contrast for readability and not conflict with or obscure any part of the logo.

The samples at right show some preferred applications of our logo over various backgrounds, as well as applications to avoid.

## Special cases

Use the reversed-out white logo on backgrounds that don't provide enough contrast or impact for our primary full-color logo. Dark backgrounds and gradients work well with the white logo, but avoid lighter colors like yellow to ensure the logo has strong readability.

## Logo background control

### Preferred applications



These examples are legible and impactful.

### Applications to avoid



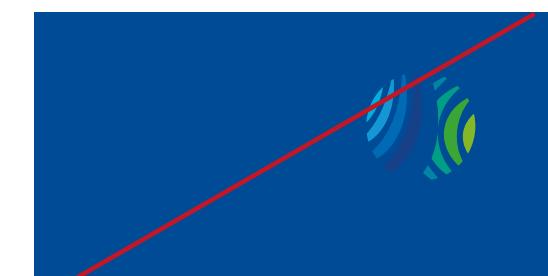
Logo is partially obscured by the background color.



Background color conflicts with the logo colors.



Background color is too light to be legible and have impact.



Background color is too dark and too close to our primary blue color.



Logo is partially obscured by the background image.



Background image is too busy to be legible.



Our logo looks awkward when placed over skin, hair or other body parts.



Background image is too busy to be legible.

### Special cases



## Spot color logo for special applications

For applications that require special reproduction techniques, such as embroidery, cloisonné lapel pins or painted signs, we've specified colors for each stroke of the globe symbol. PANTONE and RAL values are shown on the right. More specialized color breakdowns for signage paint and embroidery thread can be found on the Johnson Controls brand portal.



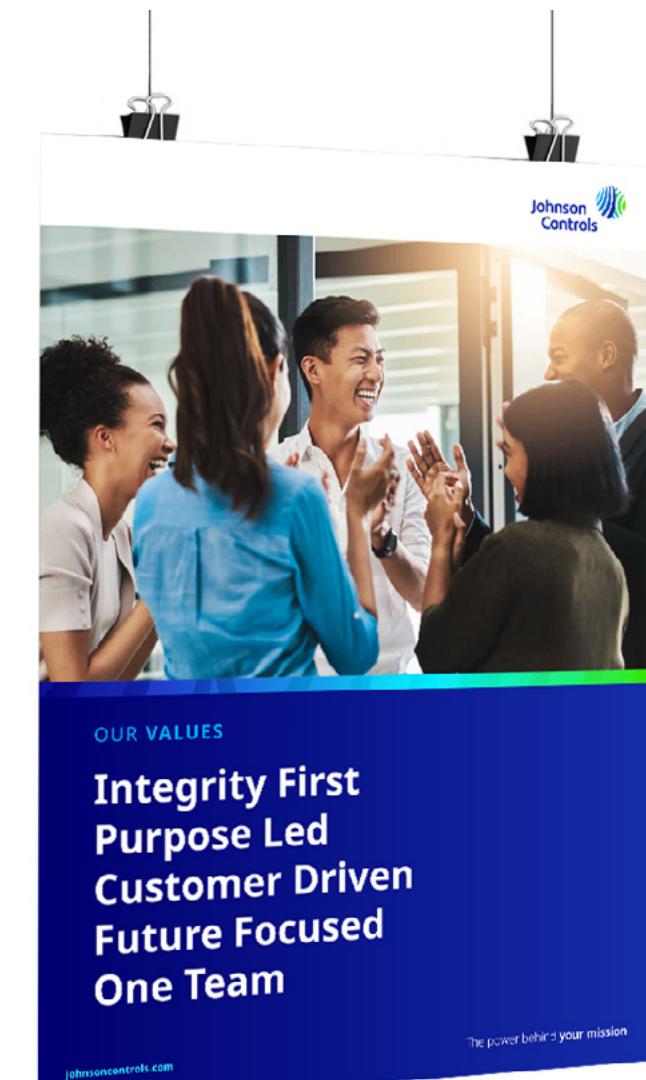
# Logo placement

Familiarity builds when a logo is most frequently placed in a consistent location within a composition. The Johnson Controls logo has come to be expected in the upper right corner, and this position continues to be the primary choice for the placement of our logo, especially in advertising. In different creative materials, however, there is flexibility to move the logo to a secondary position, like the lower right, if location in the upper right corner complicates the design.

## Important

You are encouraged to make every effort to place the logo in the upper right before considering a secondary position. Consult with a member of our brand team if you have questions about appropriate placement of our logo.

## Logo placement



Poster



PowerPoint template



Teams background



Roll-up banner

# Common logo misuses to avoid

It is important to always use the Johnson Controls logo correctly in order to ensure that the impact and integrity of our brand is not diluted or compromised.

The samples at right show some common misuses of our logo. This list of examples is not exhaustive. You can help ensure consistency by only using the approved electronic artwork.

## Common logo misuses to avoid



Do not change the color of our logo.



Do not rearrange or resize any part of our logo.



Do not attempt to convert one of our color logos to white.



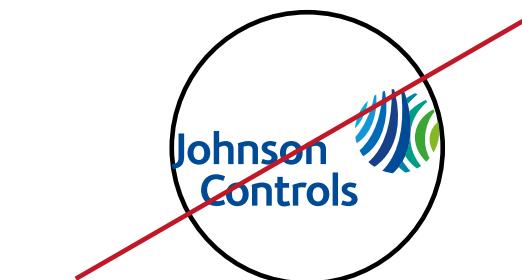
Do not use the open globe symbol as a bullet point or icon. Exceptions may apply in digital applications based on approval from Johnson Controls brand management.



Do not distort or skew any part of our logo.



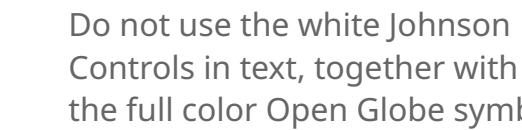
Do not add any graphics to our logo.



Do not add shadows or other effects to our logo.



Avoid the placement of the logo with insufficient clear space around it.



Do not use the white Johnson Controls in text, together with the full color Open Globe symbol.



Do not create space between elements of our logo.



Do not create holding shapes for our logo.



Do not display or print our spot color logo without using overprint settings.



Do not use the logotype without the open globe symbol.

# Our colors



# Color palette overview

Blue, cyan and green are our primary colors. Our secondary palette is rich and warm with colors derived from the Johnson Controls logo and augmented with a selection of bold, warm hues. Colors can be used throughout our creative presentations to add energy, but this palette is also grounded by a range of greys. Grey may play a prominent role in some executions, but it is always balanced with brighter colors or photography to prevent it from becoming too dark or heavy.

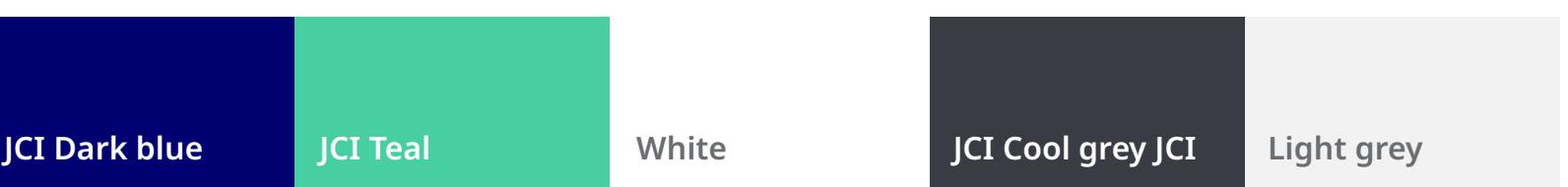
Paired with tints and shades (including greys), our color palette allows for variations in our illustrations, icons and products.

Please see the following pages for color specifications and breakdowns, as well as guidance on how to best use our color palettes to enhance the Johnson Controls brand.

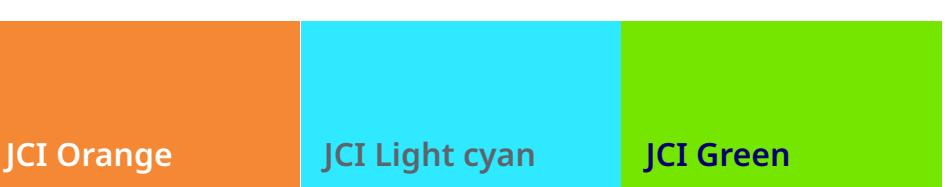
## Primary palette



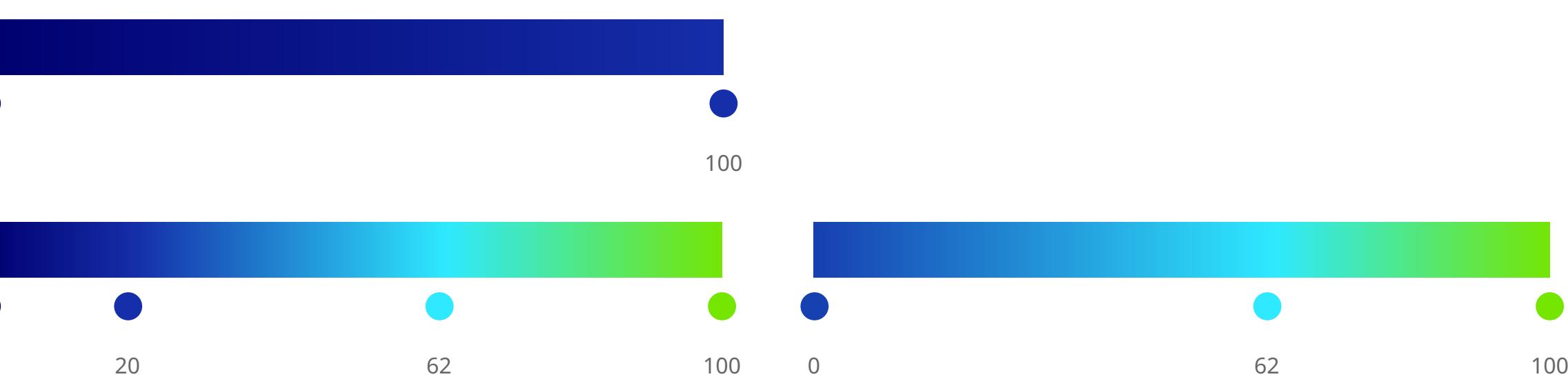
## Secondary palette



## Tertiary palette



## Gradient palette



# Color palette

Our brand is most effectively expressed through the primary palette of blue, cyan and green.

One or two of our primary colors should always play a dominant role in all communications and creative applications, complemented with one or two colors from our secondary palette.

Our color palette consists of seven colors. The three primary color executions are our primary blue, white and primary blue gradient.

Light cyan, green and orange form our call to action (CTA) colors, and should only be used for this purpose and never feature as the primary color.

Use the grey tones for tables, graphics and technical drawings and avoid mixing cold and warm colors on the same page or application.

Color values are set and should not be altered.

## Note:

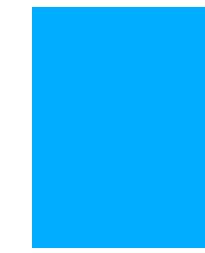
Light grey is the ideal background color when a white background cannot be used; it allows the correct display of our original full color logo.

## Color palette

### Primary palette



**JCI Primary blue**  
RGB\_21-46-169  
HEX\_152ea9  
CMYK\_100-65-0-27  
PANTONE 661



**JCI Cyan**  
RGB\_0-173-255  
HEX\_00adff  
CMYK\_75-0-5-0  
PANTONE 306



**JCI Primary green**  
RGB\_50-200-88  
HEX\_32c858  
CMYK\_60-0-82-0  
PANTONE 2270

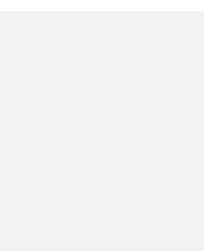
### Secondary palette



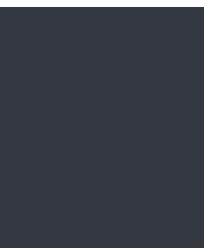
**JCI Dark blue**  
RGB\_0-0-112  
HEX\_000070  
CMYK\_100-55-0-55  
Pantone 2748



**JCI Teal**  
RGB\_71-207-161  
HEX\_47cfca  
CMYK\_60-0-50-0  
PANTONE 3385



**JCI Light grey**  
RGB\_242-242-242  
HEX\_f2f2f2  
CMYK\_4-2-4-8  
or 11% Black  
Pantone cool grey 1

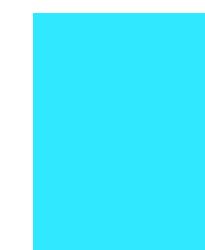


**JCI Cool grey**  
RGB\_51-55-64  
HEX\_333740  
CMYK = 44/34/22/77  
or 93% Black  
Pantone cool grey 11

### Tertiary palette



**JCI Orange (CTA)**  
RGB\_245-136-53  
HEX\_f58835  
CMYK\_0-66-100-0  
PANTONE 152



**JCI Light cyan**  
RGB\_46-233-255  
HEX\_2ee9ff  
CMYK\_60-0-5-0  
Pantone 2226



**JCI Green**  
RGB\_117-230-0  
HEX\_75e600  
CMYK\_40-0-100-0  
Pantone 2286

The majority of assets we create are for screen. With this in mind, our primary color palette uses RGB values. However, we still need CMYK values for printing brochures, banners and tradeshow booth collateral. Conventional direct color conversions from RGB to CMYK produced different hues of colors when printed.

For this reason, we have adjusted the conversion to best match the intended colour. Thanks to extensive test printing conducted by professional printers and industry experts, our CMYK color palette now reflects our RGB palette. Our Pantone and RAL references remain the same.

# Gradients

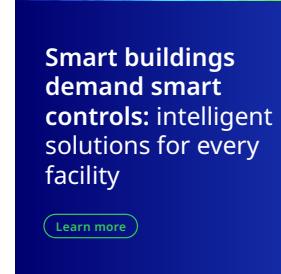
The primary gradient direction always starts from dark blue to primary blue, from left to right.

Our extended digital color palette represents the full range of our digital color spectrum. This primary gradient is used in our Open Globe ribbon element and as a gradient background for other creative elements.

A secondary gradient, featuring a portion of the full digital color spectrum, is designed to be used on icons to provide visual contrast.

				
JCI Dark blue RGB_0-0-112 HEX_000070	JCI Primary Blue RGB_23-64-177 HEX_1740b1	JCI Cyan RGB_0-173-255 HEX_00adff	JCI Light Cyan RGB_46-233-255 HEX_2ee9ff	JCI green RGB_117-230-0 HEX_75e600

Primary blue gradient background



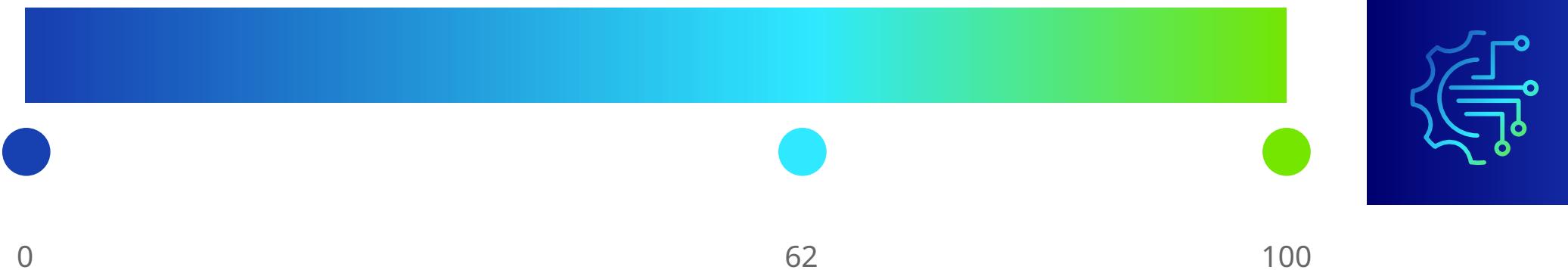
Secondary blue gradient background



Primary gradient application



Secondary gradient application



# The Open Globe

# The story of our Open Globe

## Heritage

**Blue** is part of our nearly 140-year heritage.  
Our colleagues say "Blue runs through our veins."

## Innovation

White illustrates how we're an open space  
for innovation and collaboration.



## Sustainability

**Green** represents our commitment to  
sustainability and environmental responsibility.

## Partnership

The individual strokes symbolize a dynamic,  
interconnected and relationship-based  
environment that is built on partnership.

## Digital Technologies

And the fluid transition from **blue** to **green** reflects change –  
boldly embracing flexibility and creativity to be leaders in digital technologies.

## The Open Globe

The Open Globe is vital to our visual brand identity.

Together, the unique design and colors of our Open Globe symbolize the history and values of Johnson Controls.

It may be used as a design element in brand enterprise applications if it is shown in its entirety and in close proximity to the complete Johnson Controls logo.

For instance, the globe could be used in an exhibit booth where the full identity is clearly reflected elsewhere in the display. Brand content (e.g. images, illustrations, content, headlines) should be used to create a fuller brand experience instead of using the Open Globe on its own.

The symbol is typically used as a decorative element (not to be used as a communications vehicle to convey Johnson Controls) and should always be in context with the logo or visibility of the name Johnson Controls.

We see this in our social media LinkedIn channel where the Open Globe is the avatar and the name Johnson Controls is immediately next to the symbol – this follows industry standard best practice.



# Open Globe ribbon

Use these guidelines when including the Open Globe ribbon alongside other creative elements.

The color spectrum always follows from **blue to green**, which runs left to right when positioned horizontally and top to bottom when positioned vertically.

Although the position of the Open Globe ribbon can vary, its integrity must never be altered in any way.

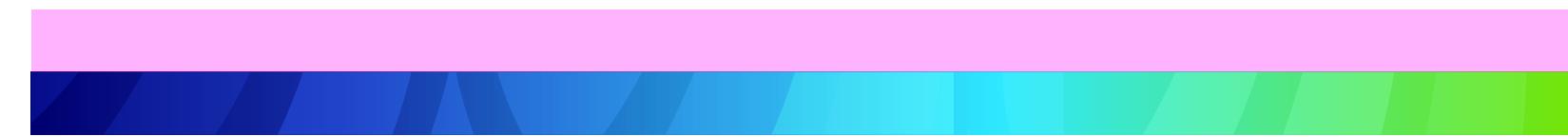
The Open Globe ribbon:

- Reveals our full color spectrum and features the strokes of our Open Globe
- Provides an integral graphic component
- Can be represented as a static graphic or an animation
- Should only be used horizontally or vertically, not diagonally
- Should have a clear contrast with image or color next to it
- Avoid using more than one ribbon per page, it should remain distinct and unique

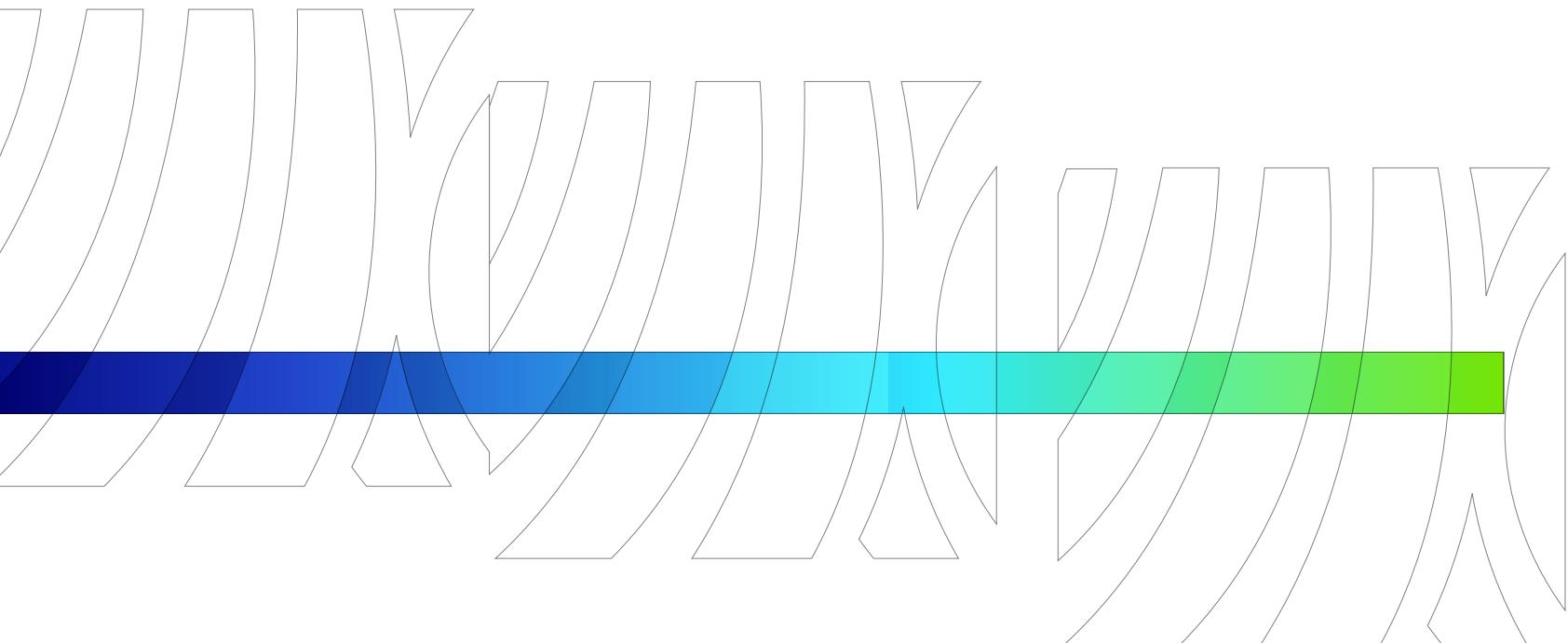
## Open Globe ribbon



Full color spectrum

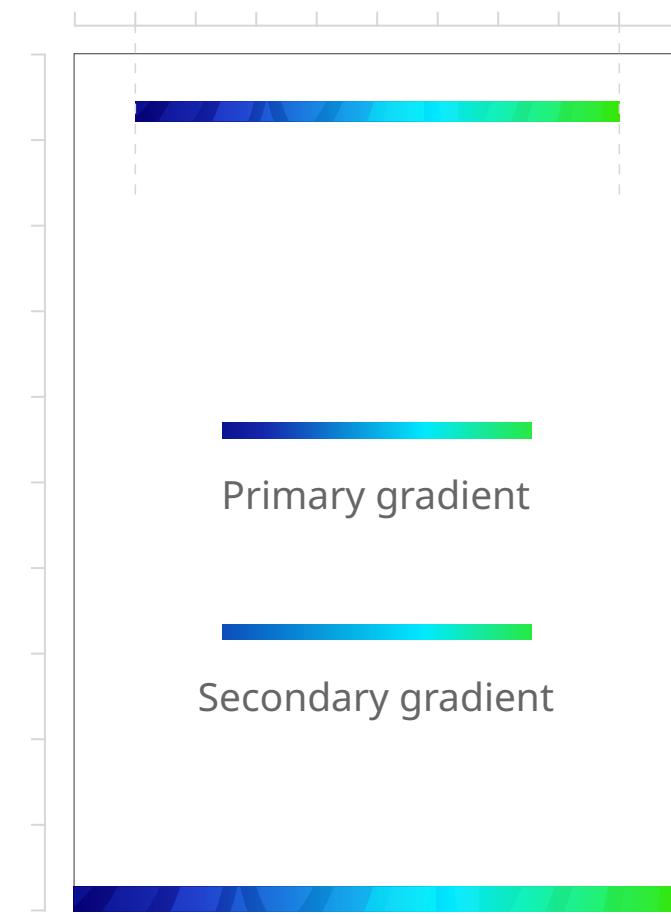


Open Globe ribbon clear space

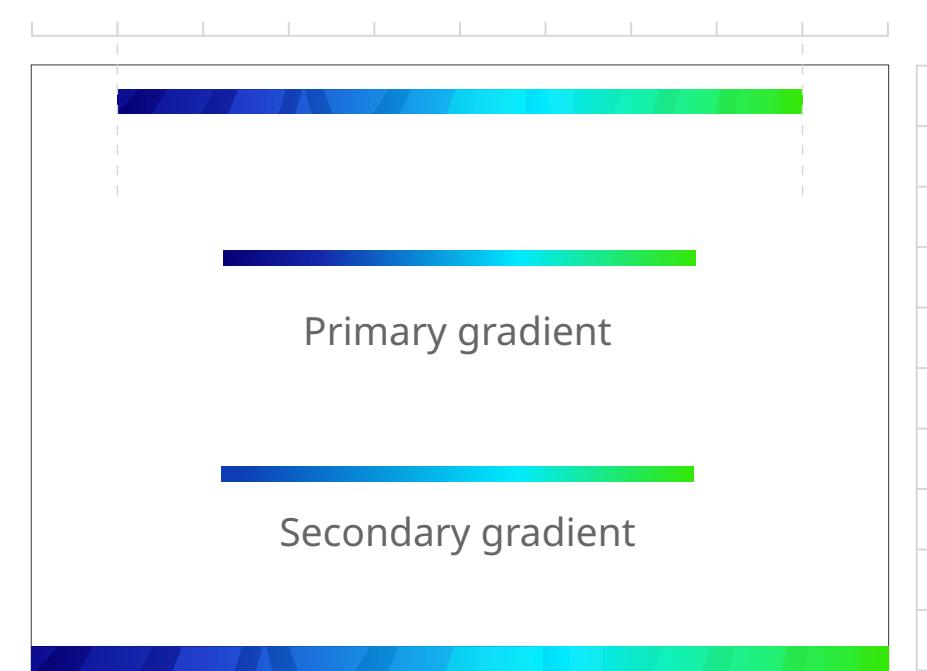


Open Globe ribbon construction

Minimum size of the Open Globe ribbon is 80% of the width



When below 80%  
use Primary  
or Secondary  
gradient



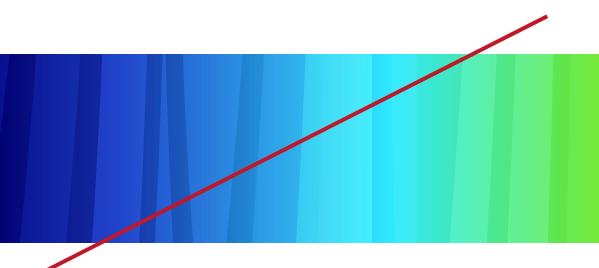
Primary gradient  
Secondary gradient

# Open Globe ribbon Misuses to avoid

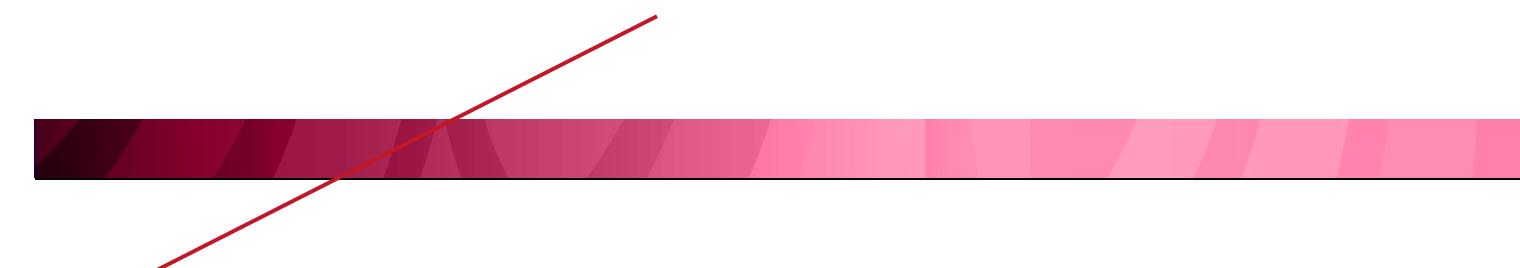
Use this creative element only as demonstrated in this document to maintain a consistent visual brand identity. The following examples illustrate misuse of this creative element.

If you have questions or feedback, please contact the Global Brand Team: [brand@jci.com](mailto:brand@jci.com)

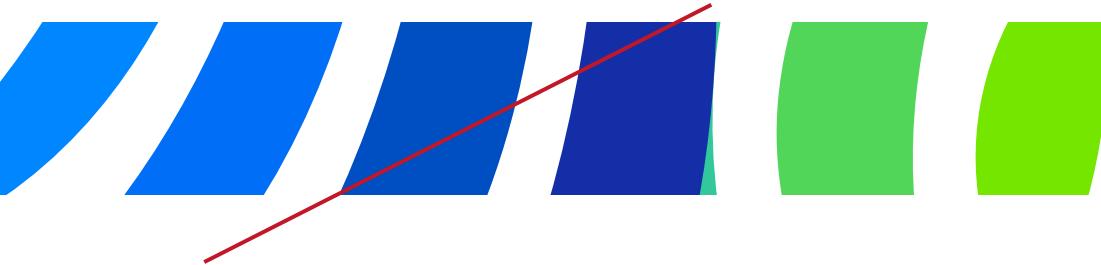
## Open Globe ribbon misuses to avoid



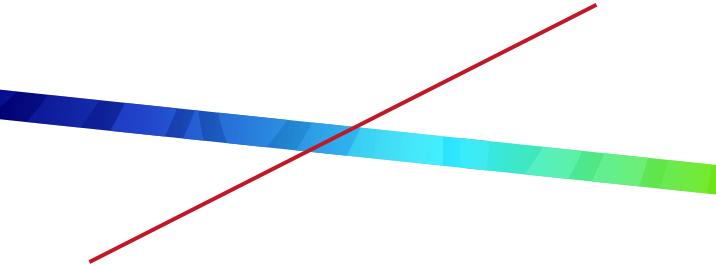
Do not stretch the ribbon and alter the width of the ribbon, the ribbon usage and width is set in all our approved templates.



Do not alter the color of the ribbon.



Don't attempt to recreate the ribbon.



Do not use the ribbon at an angle.

# Open Globe imagery

The Open Globe is a key graphic feature in our digital toolkit. With our Open Globe icon we have created a functional graphic device that's both unique and fundamental to Johnson Controls. The opportunity to showcase imagery within our Open Globe graphic creates an immediate connection between the subject matter and Johnson Controls.

The ability to capture people, places and infrastructure enables us to demonstrate the global reach of Johnson Controls and reflect the diversity of the organization.

Open Globe imagery can include single person portraits, buildings, cityscapes and iconic monuments.

Image composition should be simple and clean and have adequate contrast to the darker blue background.

Imagery can be showcased as a static image or as an animated series.



# Open Globe imagery

When positioning brief copy statements over the Open Globe, ensure the copy doesn't interfere with facial features or key elements of the image.

If the overall integrity of the image is compromised when partnered with copy, use an alternative copy position or layout option.

Optimal usage – to highlight the central key message with a single visual supported by a short, impactful headline and CTA.

The Open Globe graphic should only be used on the primary blue or gradient backgrounds and should only be placed within the defined parameters of the grid.

The image content area is the ONLY area that can be altered with the placement of a relevant image. The remainder of the graphic cannot be adjusted or altered.

## Cityscape/building imagery

Cityscape/building image placement  
Copy placement



We are connected

## Open Globe portrait imagery

Portrait image placement  
Copy placement



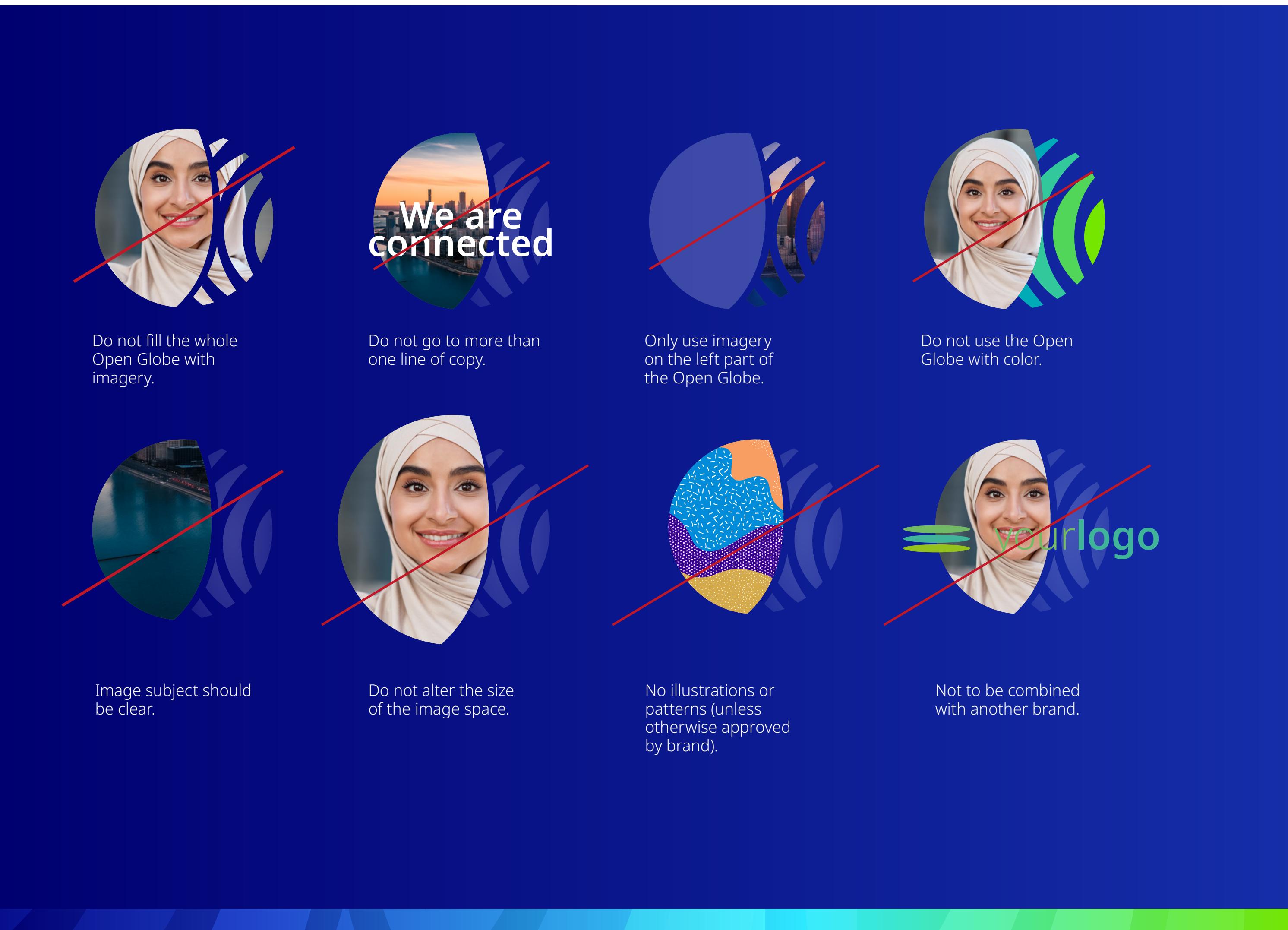
We are global

## Open Globe Misuses to avoid

Use this creative element only as demonstrated in this document to maintain a consistent visual brand identity. The following examples illustrate misuse of this creative element.

If you have questions or feedback, please contact the Global Brand Team: [brand@jci.com](mailto:brand@jci.com)

### Open Globe misuses to avoid



# Our typography

## Primary typeface - Noto Sans

Our primary typeface is Noto Sans. It is a modern sans serif font which complements the identity of Johnson Controls. Its extensive character set supports a wide range of languages.

A selected range of weights can be used to highlight information or create interest. Usage should be restricted to two or three types of fonts per page or application to create a clear type hierarchy and visual harmony and prevents layouts from becoming too busy or distracting.

To download the font in the approved weights, please visit the [brand portal](#). External creative agencies, please refer to [Johnson Controls Media Source](#).

AaBbCcDdEe  
FfGgHhIiJjKkLlMm  
123456789  
!@£\$%^&\*

Noto Sans Light  
*Noto Sans Light Italic*  
Noto Sans Regular  
*Noto Sans Regular Italic*  
Noto Sans Medium  
*Noto Sans Medium Italic*  
Noto Sans SemiBold  
*Noto Sans SemiBold Italic*  
Noto Sans Bold  
*Noto Sans Bold Italic*

# Typography usage guidance

We use Noto Sans in almost all marketing applications. This maintains consistency and cohesion in our marketing communications, enhancing brand recognition and trust among our audience.

Our fall-back typeface is Arial

When Noto Sans cannot be displayed due to system limitations or device constraints, use Arial. Arial is a standard system font that is widely available and can be used to ensure uniformity across many platforms.

**Quick reference guide:** Using Arial as the fall-back font for exceptional cases.

Item	Arial
Technical documents	✓
PowerPoint	✓
Word templates	✓
Email signatures	✓
HTML/Emailers	✓
Proposals	✓

AaBbCcDdEe  
FfGgHhIiJjKkLlMm  
!@£\$%^&\*123456

**Arial Regular**  
**Arial Bold**  
*Arial Italic*

# Misuses to avoid

The following examples illustrate misuse of our font.

If you have any questions about correct usage, please contact the Global Brand Team [brand@jci.com](mailto:brand@jci.com).

~~Johnson Controls~~ is transforming buildings by *creating spaces* that improve well-being, achieve climate goals and save money.

Do not use more than three font weights in one application.

~~JOHNSON  
CONTROLS  
HEADLINE~~

Do not use all-caps unless specifically allowed.

~~Johnson Controls~~ is transforming buildings by creating spaces that improve well-being, achieve climate goals and save money.

Do not mix Noto Sans and Arial.

~~Johnson Controls~~ is transforming buildings by creating spaces that improve well-being, achieve climate goals and save money.

Do not use unauthorized colors as background.  
Do use our primary palette.

~~Johnson Controls~~ is transforming buildings by creating spaces that improve well-being, achieve climate goals and save money.

Do not skew the font.

~~Johnson Controls~~ is transforming buildings by creating spaces that improve well-being, achieve climate goals and save money.

Do not use the Johnson Controls brand name in colored text.

~~Johnson Controls~~ is transforming buildings by creating spaces that improve well-being, achieve climate goals and save money.

Do not stretch or condense the font.

~~Johnson Controls~~ is transforming buildings by creating spaces that improve well-being, achieve climate goals and save money.

Do not use centered text.  
Do align text to the left (or right in some cases).

~~We believe in integrity first.~~

Do not use the full digital color spectrum gradient on typography.

~~Johnson Controls~~ is transforming buildings by creating spaces that improve well-being, achieve climate goals and save money.

Do not use typography other than the corporate approved fonts.

## Capitalization in headlines and titles

### Capitalization

#### All caps

- Headlines and titles: use sentence-style capitalization, in which only the first word of the headline or title is capitalized
- Body: use sentence-style capitalization, in which only the first word of the sentence or phrase is capitalized
- Capitalize proper nouns (such as Tuesday, Microsoft and Kevin)
- Avoid using all-cap treatments as it reduces readability.  
Exceptions include certain cases in social media and infographics.

## Official translations of our company name

In Japanese, Korean and Chinese we have official translations of “Johnson Controls” to be used in all communications. These translations are a combination of phonetic and literal translations of the words “Johnson” and “Controls.”

Questions about typefaces for Asian character languages may be directed to the Asia Pacific Communications team at [APAC.Communications@jci.com](mailto:APAC.Communications@jci.com)

Chinese  
江森自控

Japanese  
ジョンソンコントロールズ

Korean  
존슨콘트롤즈

# Our photography

# Photography overview

Emotionally engaging photos are a powerful tool in the expression of the Johnson Controls brand. Images should be impressive and showcase architecturally unique buildings, cities, places and spaces. Think work, life, travel or safe, smart and sustainable when choosing photographic images.

Our subjects and settings reflect the diversity of our people and the markets we serve. Imagery can be adapted to local or business unit needs such as industries or verticals. The use of people in imagery is allowed when a customer's mission evokes a partnership or human-based outcome. For example, if a customer's mission is better patient outcomes then an image of a patient in a hospital can be shown.

A strong sense of light and motion infuse our photos with the realism and energy of everyday life. Bold compositions with little background distraction help create impactful images.

Imagery shouldn't be cluttered with overlaid boxes of color or unreadable text. Instead, typography is thoughtfully incorporated to reinforce both visual and written messaging.



# Images of people

Our photos show how we make people's lives easier with our products, technologies and solutions. We want to convey the sense of ease and joy that people feel when they live in a world that's smart, healthy and sustainable. Our images depict people in simple, everyday moments.

Personality is expressed in an honest and natural way when we use candid images that don't feel stiff or posed. Our images are human, emotive and authentic, with a spontaneous feel.

Subjects can engage the viewer by looking directly at the camera. This technique is especially effective with photos of our employees. It can be used to express a sense of pride in the work they do to create a world that is connected, coordinated and collaborative.

Our photography reflects the diversity of our employees and the markets we serve. Our visual identity is an extension of our wider approach to inclusivity. Through our choice of imagery, we reflect the richness of human diversity, ensuring employees and customers are authentically represented across a range of characteristics, including but not limited to ethnicity, race, age, ability, gender identity, cultural or religious attire, diverse family structures, hair type or style, body shape, and skin tone.



# Images of people do's and don'ts

Diversity should be seamlessly incorporated into imagery, enhancing and supporting the key purpose and outcome of both the message and the visual.

Our imagery not only demonstrates our diverse workforce and customer base but also avoids inauthentic representation. Through thoughtful choice of imagery, we present a balanced representation of people, genuinely reflecting the variety of backgrounds and experiences of our customers and employees without resorting to stereotypes or superficial representation.

We represent groups and individuals authentically engaged in their environments and roles so their portrayal is respectful and meaningful. We consider the context in which these images are used, ensuring they align with the message and values of our brand.

We emphasize natural interactions and genuine expressions to reinforce our commitment to inclusivity and authenticity. Remember, our goal is not just to depict diversity but to celebrate and integrate it seamlessly into our visual narrative.

## Images of people do's and don'ts

### Do show genuine interactions:



Capture people interacting with each other in real work or social environments. This can include team meetings, collaborative projects, onsite interactions with customers, or community events.

**Rationale:** Genuine interactions emphasize authenticity and the true essence of diverse relationships.

### Do highlight varied backgrounds and experiences:



Feature employees and customers from different cultural backgrounds, ages, gender expressions and abilities engaged in meaningful activities relevant to Johnson Controls and our industry.

**Rationale:** This showcases the diversity of our employees and customers and the unique contributions each person brings.

### Do portray inclusive workspaces and environments:



Show diverse teams, including people of different physical abilities, working together in inclusive settings, such as accessible office spaces or in customer remote work environments.

**Rationale:** Inclusive settings reinforce our values and support diversity in all its forms.

### Do use natural and respectful imagery:



Ensure images reflect respectful and dignified representations of all individuals, with natural expressions and body language.

**Rationale:** Respectful imagery fosters a positive perception and reinforces the brand's commitment to inclusivity and respect.

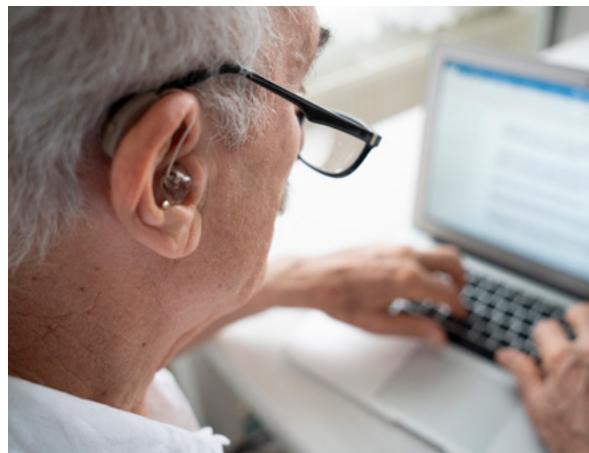
### Don't use stereotypical representations:



Avoid clichés such as showing men exclusively in technical or leadership roles and women only in support positions.

**Rationale:** Stereotypical images reinforce outdated perceptions and detract from our commitment to true diversity in technology.

### Don't single out solely for representation:



Avoid showcasing one person from a marginalized group. Reflect diversity naturally, never superficially.

**Rationale:** Inauthentic representation of a group of people is easily spotted and undermines our genuine intention to demonstrate our inclusivity.

### Don't stage unnatural interactions:



Avoid forced or posed photos that don't reflect real-life interactions.

**Rationale:** Staged images can appear inauthentic and undermine the credibility of your imagery.

### Don't overlook contextual relevance:



Avoid using images that don't align with the context of the message or the specific marketing campaign.

**Rationale:** Ensuring images match the context of the campaign and brand message helps maintain a cohesive and effective narrative, making the diversity portrayal more credible and impactful.

# Images of buildings

Our built environment. Illustrated through powerful exterior images. Our photography of buildings celebrates architecture and should convey a balance between the built environment and nature – always use shots of buildings that include foliage, trees or other natural cues. Images of our built environment should feel positive and uplifting, suitable as a dramatic statement in their own right and as a complement to typography and infographics.

Simple and impactful, our imagery must work in harmony with our Open Globe ribbon. Our imagery should reflect our color palette, with natural lighting for exterior shots. We avoid anything overly stylized or artificial in appearance, with no effects applied though we can use long exposures to show streaks of color to add drama and mark the passage of time.

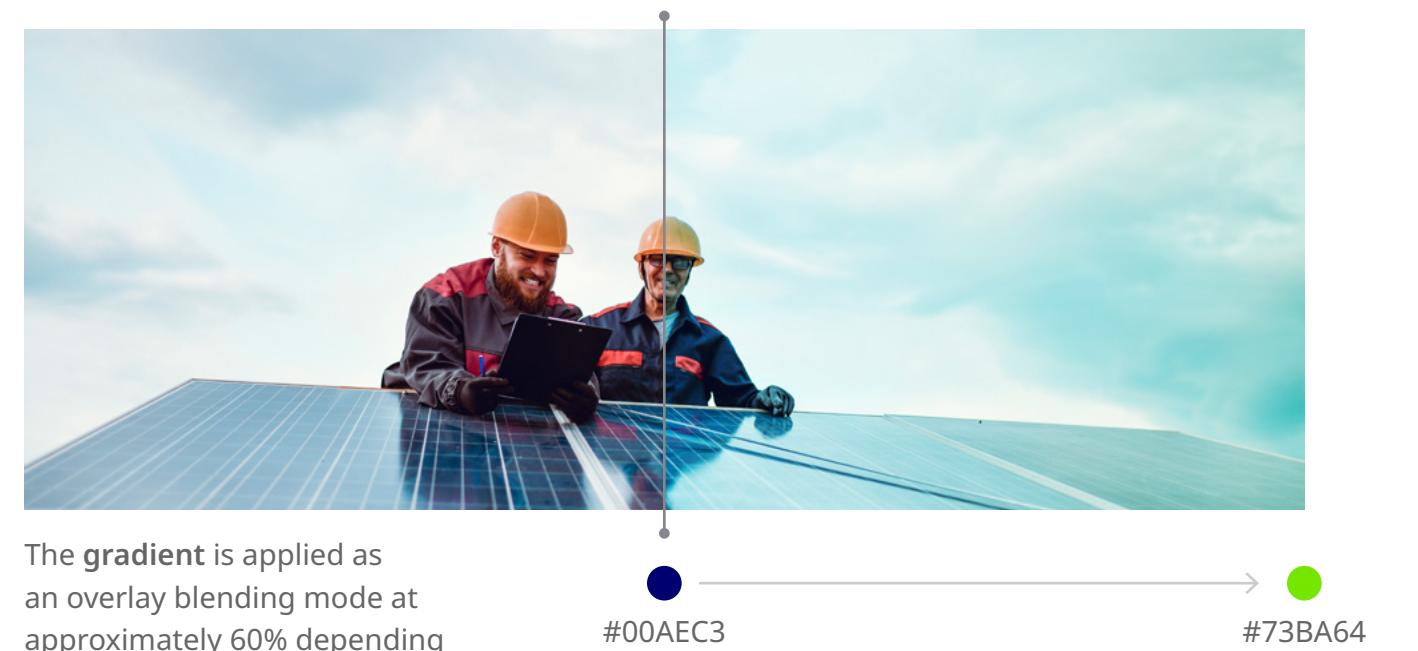
Include people where possible. We focus on portraying people that are positive, diverse, fun, professional, human. They are seen enjoying their environment, at ease with their surroundings, empowered, contemplative, engaged.



# Images of sustainability

Powerful and dramatic, our sustainability photography celebrates the beauty of nature in harmony with our modern world and how we live. When expressing our commitment to sustainability and environmental responsibility, we apply a gradient over an image to signify that this imagery is focused on our sustainability messaging. Our imagery here is relaxed, aspirational, clean.

Sustainability imagery and visual style elements can be supplied by Global Creative.



## Images of products

When products are shown, unique angles and perspectives or a focus on details can be effective techniques to create compelling images. We can show the manufacturing process, people interacting with our products or the end result of our technologies at work.

There is no requirement to explicitly display our products in our photography. We can use our imagery to convey how our products affect people and their environments, and we can enhance our brand simply by showing everyday scenes where our technologies operate seamlessly in the background.



# Style considerations

Careful selection of photography is crucial. Subtle variations can often be the difference between an image that conveys our brand message and one that misses the mark. Below are some key components that distinguish our imagery style.

A strong sense of light keeps our photos from appearing too dark, but it's not so overpowering that images become washed out or soft. Colors are rich and saturated, which adds a crispness and reinforces our primary and secondary color palettes.

Indications of natural motion can also be found in our photography, but these hints of movement are only used where they make sense. The action always feels natural, never looking illustrated or overdone.

One of the most important aspects of our photography is how it incorporates moments from everyday life. Our images are candid, showing how we make people's lives better wherever they live, work or play. Emotions are authentic and postures are natural; our photos never feel like they are posed.

There is a separate image language for the Johnson Controls OpenBlue brand that includes the use of datalines.

## Style considerations

### Our photos show...



...a strong sense of light with rich, saturated colors.



...subtle hints of natural motion.



...moments from everyday life with authentic emotions and natural postures.

### Our photos are not...



...soft or washed out from overwhelming lighting effects.



...overpowered by motion effects that look illustrated or overdone.



...posed, disingenuous or unnatural feeling.

# Illustration style

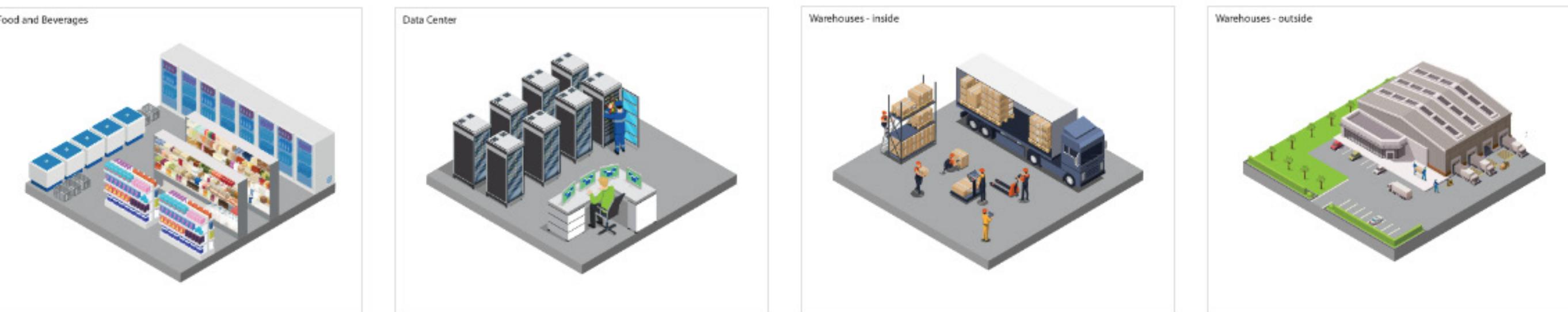
# Isometric

Our signature isometric diagrams are a powerful tool that shows complex concepts and the application of our technology and services in the context of the built environment.

We adhere to our brand color palette and guidelines on color usage, adapting colors to our palette where it makes sense.

Johnson Controls internal agency Global Creative can support development of isometric diagrams upon request.

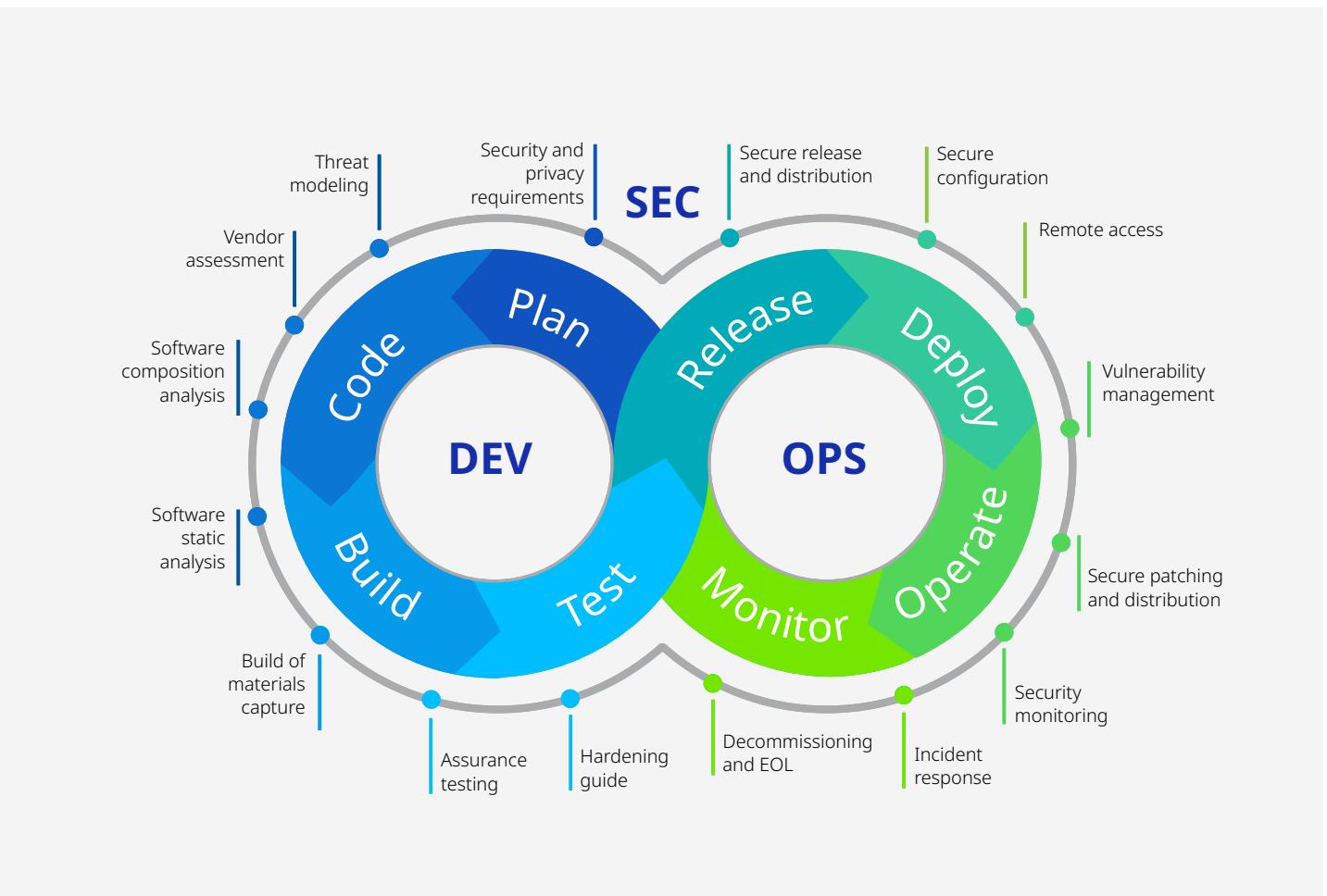
For more information, ask your marketing representative to learn about existing isometric diagrams available.



# Infographics

Our signature infographic diagrams are a powerful tool that shows complex concepts and information in a clear, detailed and engaging way. The circle, celebrating our Open Globe motif, is our principle design construct.

We adhere to our brand color palette and guidelines on color usage. The examples here give guidance on the correct approach – clear narrative, easy to digest, no use of photographic elements and clear typography.



## Cartoon style

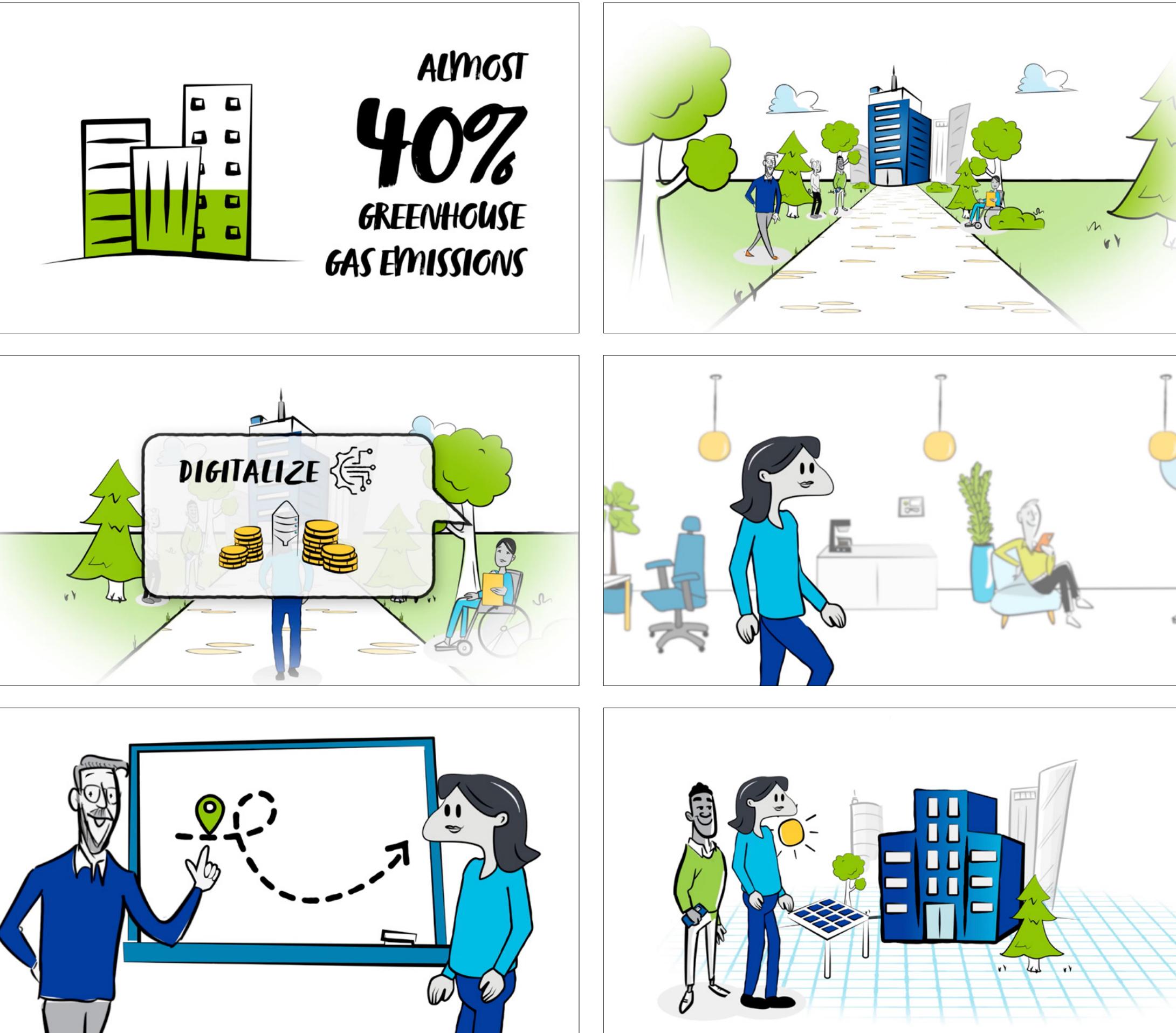
Our distinctive cartoon illustrations serve as a potent instrument to convey intricate concepts and information in a visually captivating, detailed, and lighthearted manner.

We adhere to our brand color palette and guidelines on color usage, adapting colors to our palette where it makes sense.

Johnson Controls internal agency Global Creative can support development of illustrations upon request.

When creating illustrations, it is important to be mindful of various factors such as gender, diversity, culture and more. These elements can have a significant impact on how the audience relates to the characters in the illustration.

Before starting an illustration please reach out to your marketing representative to learn about existing illustrations available.



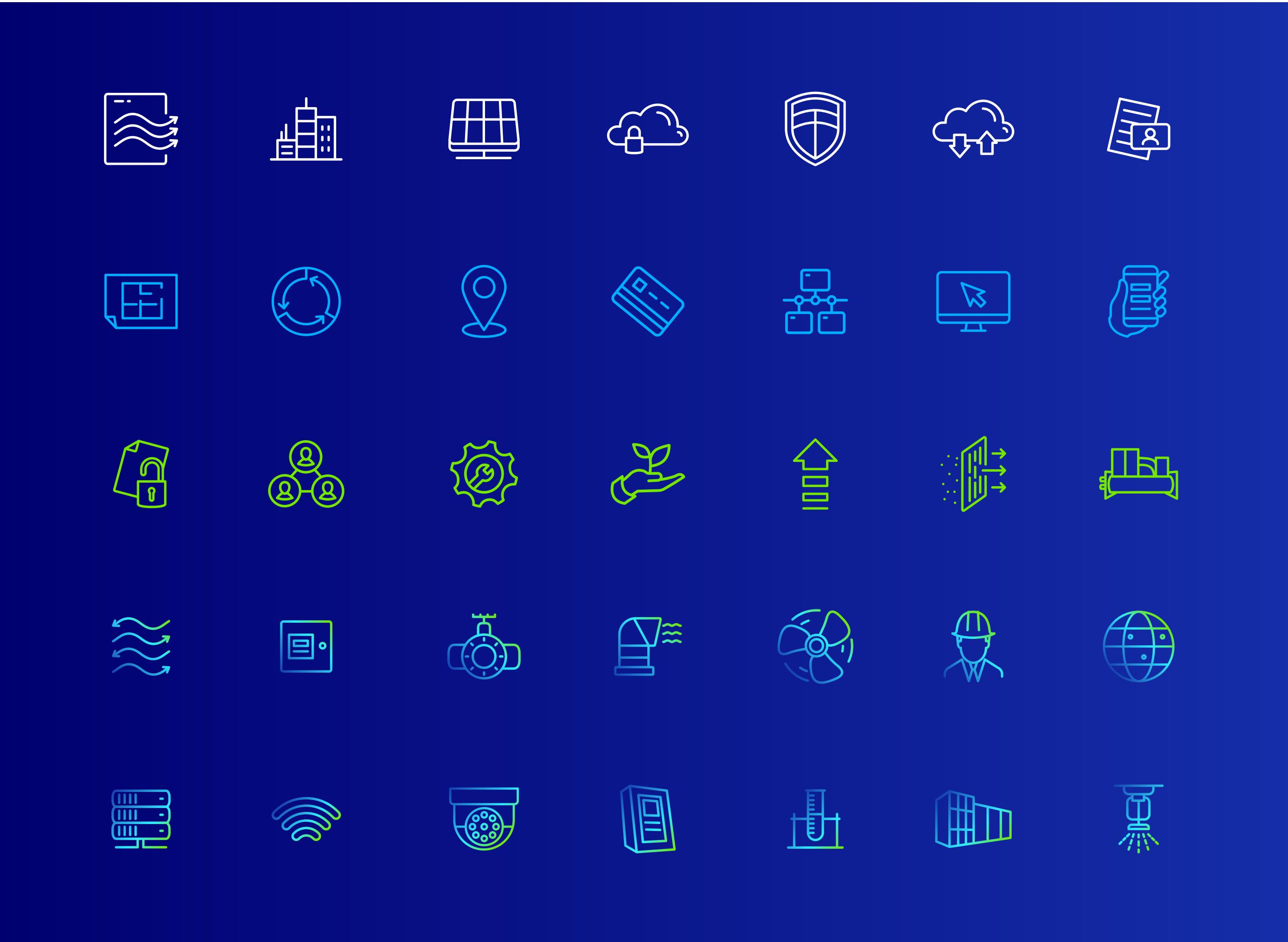
# Iconography

# Iconography

Iconography can help simplify complex ideas or translate messages quickly. From structural engineering to conceptual needs, every icon should share a similar style and structure to unify our communications and contribute to a consistent brand experience that is unique to Johnson Controls.

When working with icons we want to use a minimal color palette that consists of our primary blue, white or color gradient. Icons should be flat with little to no depth and have simple identifiable shapes that represent our products and services.

We have an extensive iconographic library to be used for sourcing individual icons or for developing infographics which can be found [here](#). If link unavailable, contact the Global Brand Team for more information.



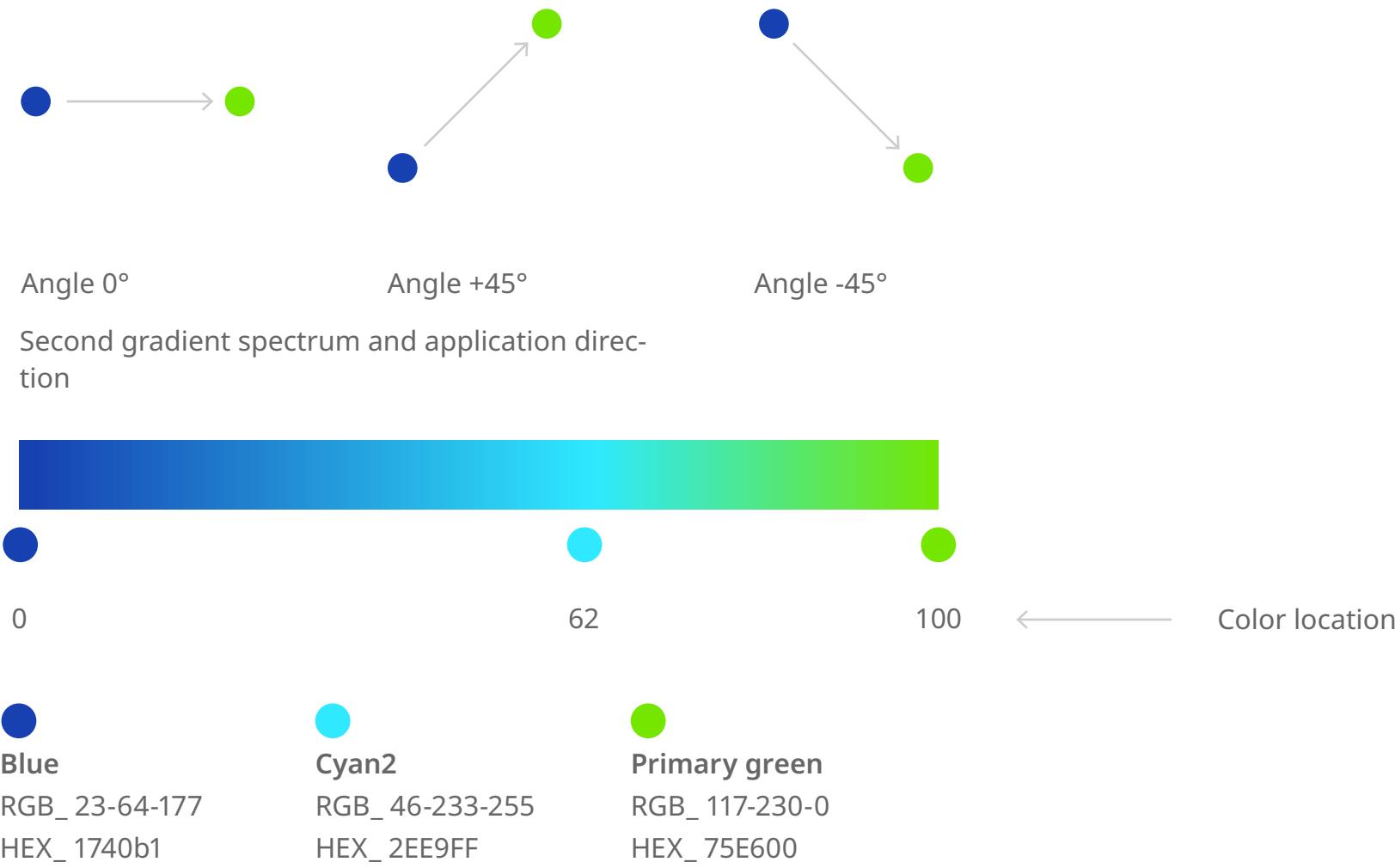
# Iconography

## Color treatment

Icons can be treated in our full spectrum gradient, white or cyan.

Icons can only be used on either our primary blue or primary gradient backgrounds.

**Note:** A second gradient has been created specifically for graphic type and icons. It has been developed to create a better contrast when used with our blue backgrounds.



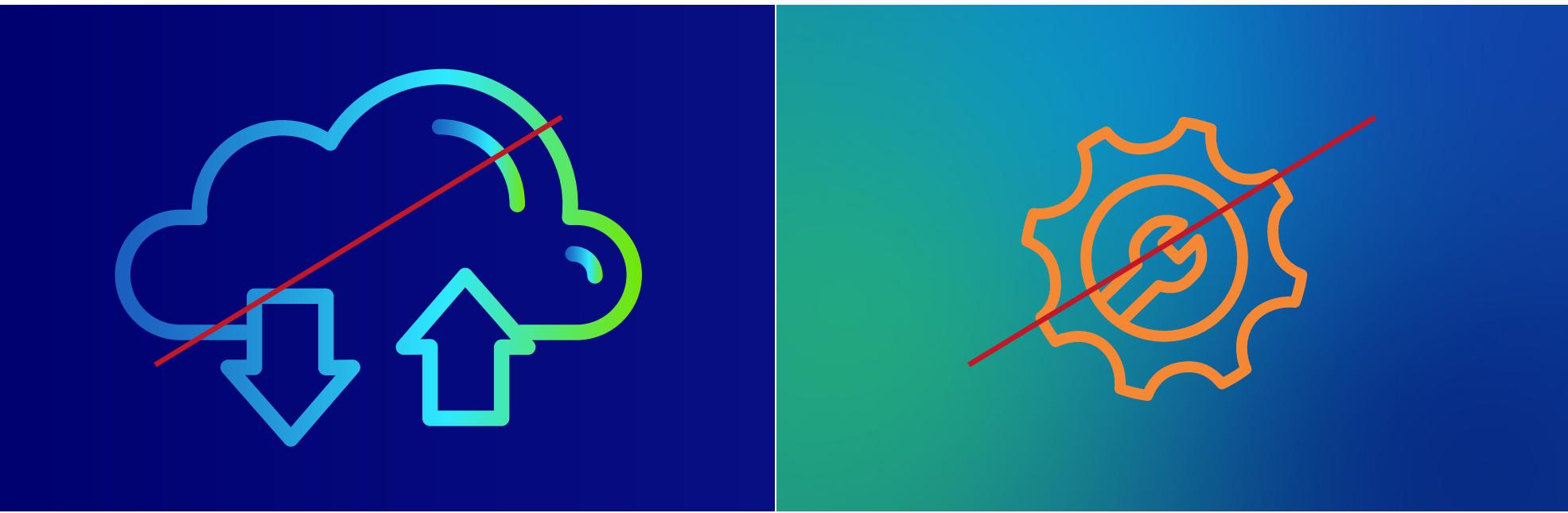
# Iconography

## Misuses to avoid

Use icons only as demonstrated in this document to maintain a consistent visual brand identity. The following examples illustrate misuse of this creative element.

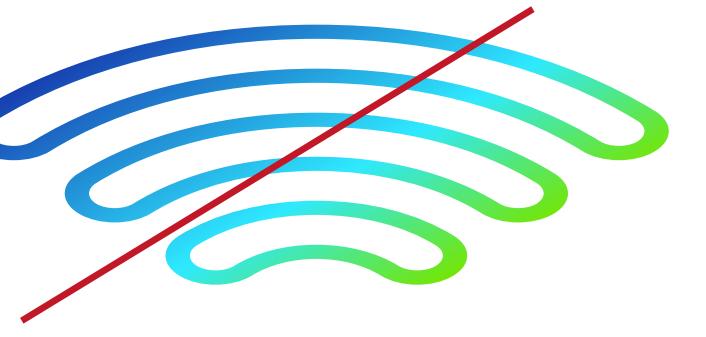
If you have any questions about correct usage, please contact the Global Brand Team.

### Iconography misuses to avoid



Gradient should be applied to entire icon evenly.

Only use approved color treatments.



Do not distort icons.

# Key applications

# Email signatures

Format your email signature according to the full or minimum example shown on the right.

Only the phrase “Johnson Controls” and the tagline “The power behind your mission” is highlighted in Pantone 661 (RwGB: 0/53/148) and must appear on all email signatures.

## Optional to include pronouns (he/him, she/her, they/them)

As part of our ongoing efforts to be inclusive of all gender identities, anyone wishing to do so may add pronouns to their email signature. Adding these words to your email signature has the practical benefit of making clear how you would like to be referred to, while also signaling to the recipient that you will respect their gender identity and choice of pronouns. It is an effective way of normalizing discussions about gender and creating an inclusive work environment.

## Email disclaimer

As the legal requirements for having a disclaimer in the email signature may vary by country, BU and function, please check with your local legal team whether this is a requirement for your email signature.

## Important

Do not include the Johnson Controls logo, other logos or images in your email signature. Most email servers block images for security purposes, requiring the receiver's permission and rendering unsightly blank boxes or a red “X”. Images also increase the size of an email, putting strain on internal email servers and detract from the user experience.

## Email signatures

Firstname Lastname  
Font: 10-point Arial Bold  
Font color: 117/120/123

All contact details  
Font: 10-point Arial  
Font color: 117/120/123

Address details  
Font: 10-point Arial  
Font color: 117/120/123

Disclaimer  
Font: 8-point Arial  
Font color: 117/120/123

## Full email signature example

- **First Name Last Name (Option to add pronouns: he/him, she/her, they/them)**
- Job Title, Function (or Product Brand), Geography  
Business Unit  
**Johnson Controls**
- +1 414 524 0000 direct  
+1 000 000 0000 cell  
name.lastname@jci.com  
@johnsoncontrols  
johnsoncontrols.com
- The power behind your mission**

**Johnson Controls**  
**The power behind your mission**  
  
Font: 10-point Arial\*  
Font color: 0/53/148  
\*Apply Arial bold to the two last words  
“your mission”.  
The tagline is positioned after the contact details but before the address and legal disclaimer.

THIS MESSAGE MAY CONTAIN INFORMATION THAT IS PRIVILEGED AND CONFIDENTIAL. The information contained in, or attached to, this message is intended solely for the use of the specific person(s) named above. If you are not the intended recipient then you have received this communication in error and are prohibited from review, retransmission, taking any action in reliance upon, sharing the content of, disseminating or copying this message and any of the attachments in any way. If you have received this communication in error, please contact the sender immediately and promptly delete this message from all types of media and devices. Thank you.

## Minimum email signature example

**First Name Last Name**  
Job Title, Function (or Product Brand), Geography  
Business Unit  
**Johnson Controls**

+1 414 524 0000 direct  
+1 000 000 0000 cell

**The power behind your mission**

THIS MESSAGE MAY CONTAIN INFORMATION THAT IS PRIVILEGED AND CONFIDENTIAL. The information contained in, or attached to, this message is intended solely for the use of the specific person(s) named above. If you are not the intended recipient then you have received this communication in error and are prohibited from review, retransmission, taking any action in reliance upon, sharing the content of, disseminating or copying this message and any of the attachments in any way. If you have received this communication in error, please contact the sender immediately and promptly delete this message from all types of media and devices. Thank you.

# Johnson Controls templates

Johnson Controls brand positioning assets and marketing templates are available on our Brand Portal or by clicking on this [link](#).

For more information, ask your marketing representative to learn about existing templates available.



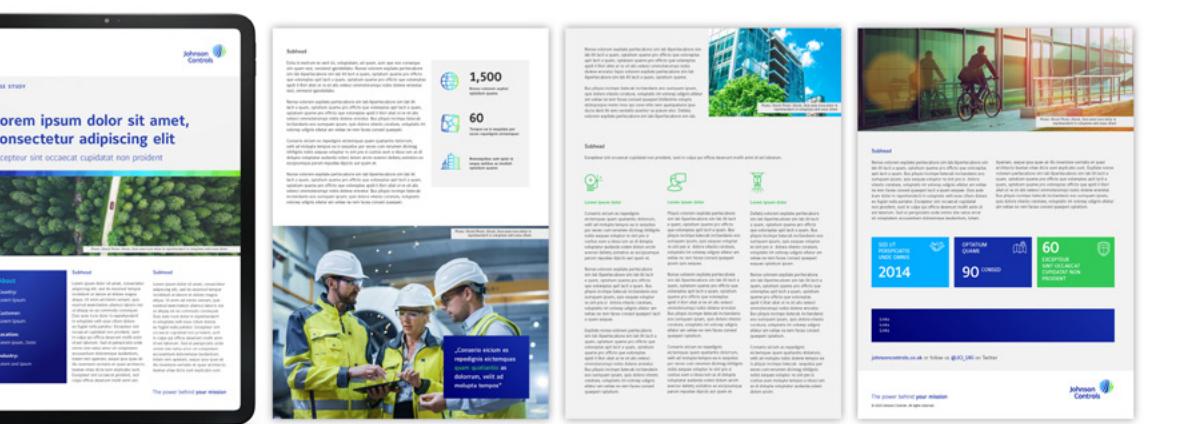
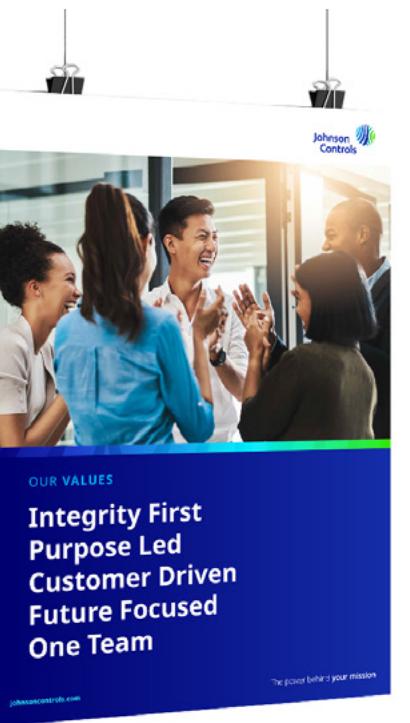
# Best practice

Here are some examples of how our design principles have been employed successfully, creating a harmonious and distinct visual identity for Johnson Controls.

Our color palette is energetic, engaging, positive, electric. We employ our vibrant blue and Open Globe ribbon carefully, in harmony with the visuals and typography, to create impact and drama. Our design draws the viewer in.

Color overlays can be used to create a branded look. All of our communications display clear branding and hierarchical messaging, and they are always elegant, intelligible, accessible and engaging.

We encourage exploration within the guidelines and design language to create dramatic and engaging creative expressions. Our Open Globe ribbon can be positioned in a number of ways (as shown) to leverage the messaging and in sympathy with the channel formats.



# Johnson Controls brand guidelines

These guidelines should provide you with essential understanding of our brand. Additional resources, guidelines and templates are available on our Brand Portal by clicking on this [link](#). If link unavailable, ask your marketing representative for more information.

If you have questions or feedback, please contact the Global Brand Team: [brand@jci.com](mailto:brand@jci.com)