

AN ESSENTIAL GUIDE FOR UNDERSTANDING AND

Building Our Brand

Version 2.0 | September 2016



Contents

3 A message from our Chief Marketing Officer

Our Brand

- 5 Our brand story: positioning, vision, mission and values
- 6 Brand touchpoints
- 7 Who are brand stakeholders?
- 8 Company messaging
- 9 Our voice

Our Logo

- 11 Primary full-color logo
- 12 One-color logos
- 13 Logo background control
- 14 Logo clear space and sizing
- 15 Logo placement
- 16 Logo reproduction
- 17 How to display and print our spot color logo
- 18 Spot color logo for special applications
- 19 Circle logo for special applications
- 20 The open globe symbol
- 21 Discontinued uses
- 22 Common logo misuses to avoid

Our Colors

- 24 Color palette overview
- 25 Primary and secondary color palettes
- 26 Gradient palette
- 27 How to use our colors effectively

Our Typography

- 30 Primary typeface – Maurea
- 31 Handwritten typeface – Janda Quick Note
- 32 Digital and desktop publishing typefaces – Arial, Segoe
- 33 Typefaces for use in translation
- 34 How to use our typography effectively

Our Photography

- 36 Photography overview
- 37 Style considerations
- 38 Images of people
- 39 Images of products

Our Brand in Action

- 41 Email signatures
- 42 Inspiration

Resources



KIM METCALF-KUPRES

Johnson Controls is now the global leader in building products and technology, integrated solutions and energy storage. As our business propels forward—leading the industry and building the future—the Johnson Controls brand will grow with it.

There is a real competitive advantage to be gained and leveraged in the proper and disciplined use of our brand, including our name and logo. Although competitors can market similar products, solutions and services, none can offer them under the Johnson Controls brand—an enduring symbol of integrity, trust, value to our customers, reliability, insights, innovation and constantly asking 'what's next'.

We all have responsibilities to protect and build equity in the Johnson Controls brand, and we are all champions and ambassadors of the brand. These guidelines are intended to help you effectively realize the tremendous advantage our name, identity and brand can bring through their appropriate use and execution.

Please read these guidelines carefully, implement them fully and reap the advantages of this powerful, competitive tool. Doing so will ensure that we protect and enhance the Johnson Controls brand and bring even greater success to our Company and our many stakeholders around the world.

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

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kim Metcalf-Kupres'.

Vice President and Chief Marketing Officer

Our Brand

Our brand story: positioning, vision, mission and values

WHAT WE DO AND WHY WE DO IT

POSITIONING

We combine technology with insights to build purposeful solutions that help the world progress, meeting today's needs and shaping better tomorrows.

VISION

A safe, comfortable and sustainable world.

MISSION

Helping our customers win everywhere, every day.

HOW WE BEHAVE AND DELIVER ON OUR BRAND

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 together to create the purposeful solutions that propel the world forward.

VOICE

Human, Expert, Confident

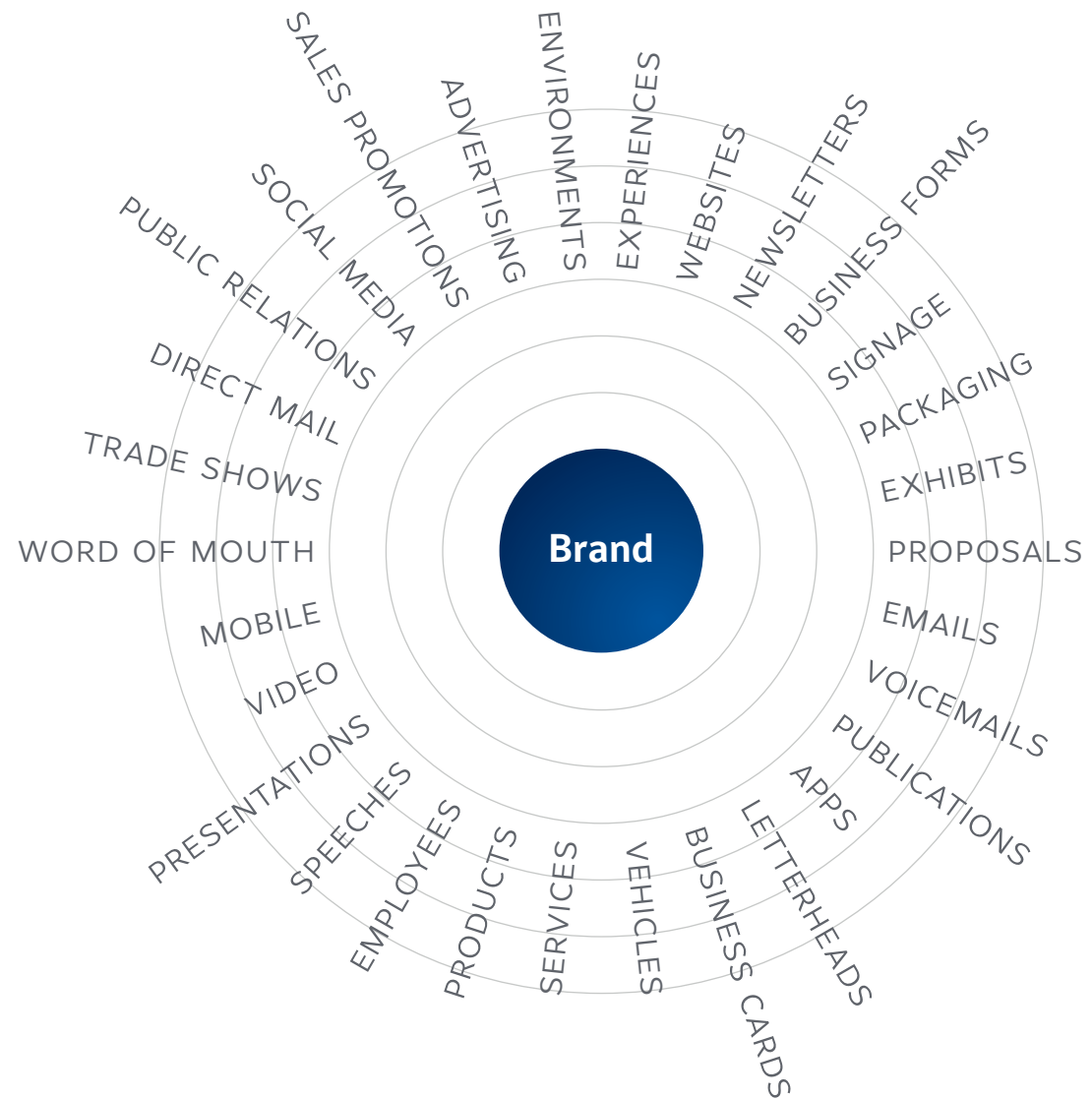
BRAND EXPERIENCE

THE MOMENTS AND TOUCHPOINTS WHERE THE BRAND PROMISE IS DELIVERED

The Johnson Controls brand experience defines and shapes the interactions our customers, stakeholders, potential employees and communities have with our company—our people, our products, our solutions and our communications.

Brand touchpoints

There are dozens of brand touchpoints where our key stakeholders interact with Johnson Controls. Each touchpoint is an opportunity to increase awareness, surprise and delight, deliver value and build customer loyalty. We have provided detailed standards that define what our brand experience should be and that help you use the brand correctly and consistently.



Who are 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.



Company messaging

It is important that we reference our company name and descriptions in a consistent way. Below are some guidelines on how we refer to ourselves and talk about our company.

Telling the World Who We Are

Here is the official paragraph for describing 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.

Johnson Controls is a global diversified technology and multi industrial leader serving a wide range of customers in more than 150 countries. Our 117,000 employees create intelligent buildings, efficient energy solutions, integrated infrastructure and next generation transportation systems that work seamlessly together to deliver on the promise of smart cities and communities. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. We are committed to helping our customers win and creating greater value for all of our stakeholders through strategic focus on our buildings and energy growth platforms. For additional information, please visit www.johnsoncontrols.com or follow us @johnsoncontrols on Twitter.

Please download the above from the Johnson Controls brand center each time you use it to ensure you're using the current version.

WE ARE JOHNSON CONTROLS

We refer to ourselves as Johnson Controls.

The Company's legal entity name is Johnson Controls International Plc. While the legal names of business entities within Johnson Controls (e.g., Johnson Controls World Services, Inc.) may be required on contracts and other legal documents, these names should not be used for business cards, stationery, brochures, building signs and other general communications purposes.

Johnson Controls should be spelled out in its entirety, not shortened to Johnson's, JC or any other abbreviation. The JCI abbreviation can be used as a reference to the Johnson Controls stock symbol or in social media account titles where you cannot spell out Johnson Controls due to character limitations. JCI can also be used in text after the full name of Johnson Controls has been mentioned. Use the name Johnson Controls whenever possible in all logo treatments.

Our voice

With every brand experience and communication, we shape the way people perceive Johnson Controls. While we communicate in many languages, to many audiences, in many markets, our voice must be consistent. Whatever the medium, here are the essential qualities we want to convey.

Human

it feels:

- Open
- Empathetic
- Straightforward

Expert

it feels:

- Smart
- Reliable
- Experienced

Confident

it feels:

- Bold
- Avoiding jargon
- Positive

Our Logo

Primary full-color logo

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, trust and our commitment to ensure our customers win. Our logo is the most vital expression of our brand, and a strong, consistent use of it is critical to protect and enhance our brand. Protect the logo. 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, confident and approachable look and our “open globe” symbol.

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 center.

We Are Johnson Controls

The Company’s legal entity name is Johnson Controls International Plc. While the legal name may be required on contracts and other legal documents, it should not be used for business cards, stationery, brochures, building signs and other general communications purposes. We refer to ourselves as Johnson Controls.



One-color logos

White Logo

Application of our reversed-out white logo allows for greater use of color in the background while still giving it as much prominence as our primary full-color logo. It 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 lighter colors, like yellow, are avoided to ensure the logo has strong readability.

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.

One-Color Blue Logo

Our logo may be reproduced in Johnson Controls Blue for one-color applications such as our uniforms or merchandise if our full-color or white logo is not an option. Be conscious of placing this logo on a background that provides sufficient impact and legibility and does not conflict with the Johnson Controls Blue.

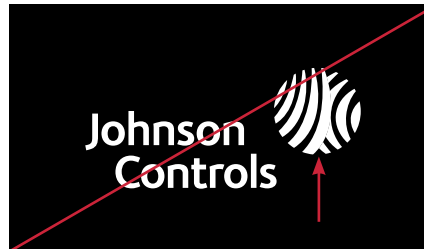
Black Logo

Use this version of our logo if black is the only color available; for example, fax cover sheets or forms, payroll checks and stubs, warranty forms, contracts, etc.

Reversed-Out White Logo

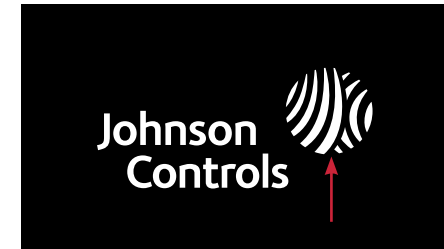


Incorrect



Converting one of our color logos to white results in incorrect artwork that has no gap between the segments of the globe.

Correct



The specially created white logo includes a gap between the segments of the globe that more closely mimics our color logo.

One-Color Blue Logo



Black Logo



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.

On solid color or gradient backgrounds, consider the visibility and impact of the logo. 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% or less is usually successful. However, be sure the background color does not conflict with or obscure any of the logo colors.

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 lighter colors, like yellow, are avoided to ensure the logo has strong readability.

When our logos are placed over photography, avoid busy and high contrast image areas. 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 successful applications of our logo over various backgrounds, as well as some problems to avoid. These samples do not show all of the possible successes and failures, but they give you a sense of the ideals and problem areas to look for.

Successful Applications

These examples provide sufficient impact and legibility for our logo.



Applications to Avoid



Logo becomes partially obscured by the background color.



Background color conflicts with the logo colors.



Background color is too light to provide impactful legibility.



Logo becomes partially obscured by the background image.



Background image is too busy to provide legibility.



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

Logo clear space and sizing

Clear Space

Clear space frames our logo, separating it from other elements such as headlines, text, imagery and the edge of a composition. The amount of clear space surrounding our logo on all sides should be no less than the height of the "l" in "Johnson Controls." This area should be free of distracting images and typography. Whenever possible, more than this minimum amount of clear space should be allowed.

Preferred Logo Size

The preferred size of our logo on standard-size materials (e.g., a U.S. Letter or A4 document) is 2 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.

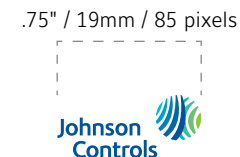
Clear Space



Preferred Size



Minimum Size

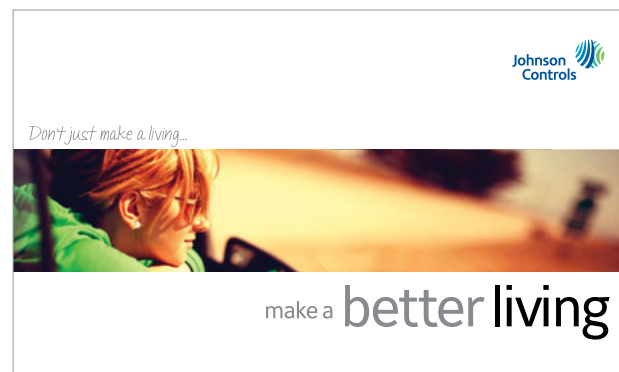
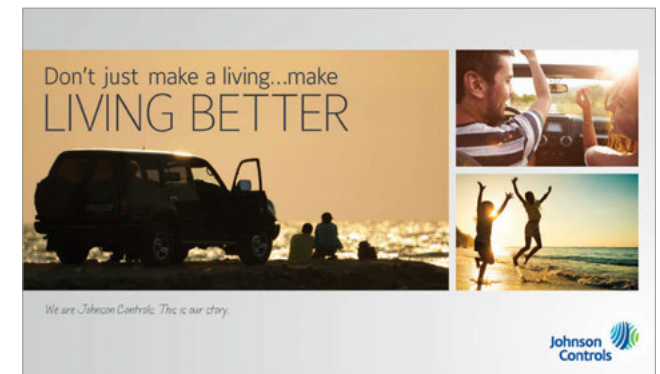


Logo placement

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 lower right corner, and this position continues to be the primary choice for placement of our logo, especially in advertising. In other creative, however, there is flexibility to move the logo to a secondary position, like the upper right, if location in the lower right corner complicates the design.

IMPORTANT

You are encouraged to make every effort to place the logo in the lower 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 reproduction

Our primary full-color logo is available in several versions. Choose the one that fits your production method.

Spot Color Plus CMYK Process Color

The file named "Johnson Controls_5c.eps" combines a four-color process globe and spot color Johnson Controls type. This approach provides consistency and accurate color when producing full-color materials such as brochures, posters and similar marketing collateral.

CMYK Process Color

When spot color printing is not possible, use the file named "Johnson Controls_4c.eps." This four-color process version can also be converted to RGB for digital applications.

Spot Color

For premium applications that do not require four-color process, such as stationery and business cards, use the spot color logo named "Johnson Controls_c.eps."

To display and print the spot color logo correctly, make sure that you use the "overprint preview" feature in your graphic software applications. See the following page for details.

Johnson Controls_5c.eps



Johnson Controls_4c.eps



Johnson Controls_c.eps

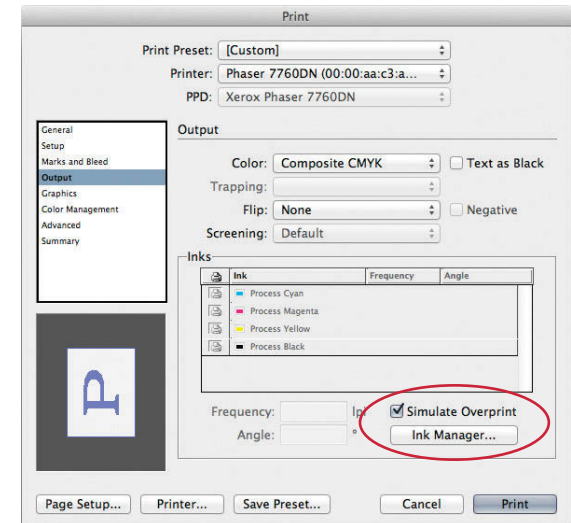


How to display and print our spot color logo

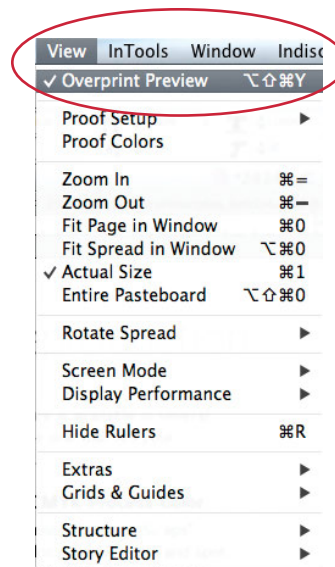
The previous page gives you a good overview of when to use our spot color or four-color process logo. To display and print the spot color logo correctly, make sure that you use the “overprint preview” feature in your graphic software applications.



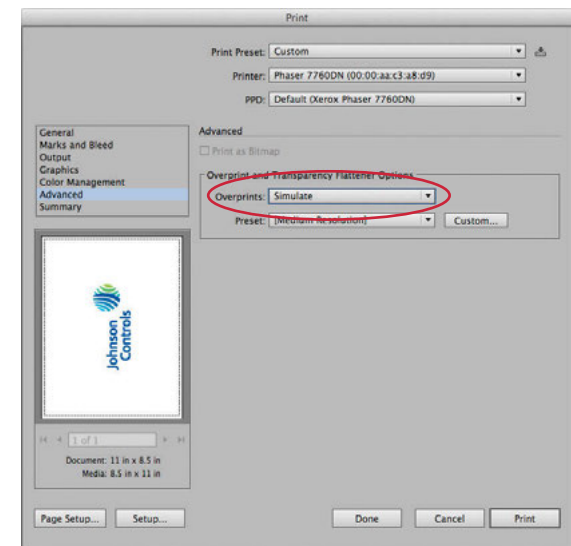
This is how our spot color logo displays or prints without using overprint settings.



In Adobe InDesign: select Print > Output, and check “Simulate Overprint” to print logo correctly.



In Adobe CS: select View > Overprint Preview for correct on-screen viewing.



In Adobe Illustrator: select Print > Advanced, and choose “Simulate” from the Overprints dropdown menu to print logo correctly.

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 at right. More specialized color breakdowns for signage paint and embroidery thread can be found on our online brand center.

To order the approved sign paint colors, contact:

Color & Technical Specialist Sign Finishes, NA
Akzo Nobel Coatings, Inc.
5555 Spalding Drive
Norcross, GA 30092
Phone: (770) 798-8697



Circle logo for special applications

The circle logo is an alternative option to our primary full-color logo for limited use on promotional and specialty items. The circle logo **should not** be used in collateral, product labeling, tradeshow or signage, unless it is impossible to use our primary full-color logo.

IMPORTANT

Every effort should be made to use our primary full-color logo.

The full-color Johnson Controls logo should be used on all materials that allow the logo to be .75 inches (19mm) or larger, with adequate clear space surrounding it. Only use the circle logo on items that require a smaller logo, such as the Johnson Controls lapel pin, or on large circular items, such as coasters, where the primary full-color logo would appear too small in the available space. In this case, the circle logo can be used up to a maximum size of 4 inches (102mm) in diameter.

Please consult a member of our brand team or email brand@jci.com for approval in using the circle logo.

Maximum Size
4" / 102mm diameter

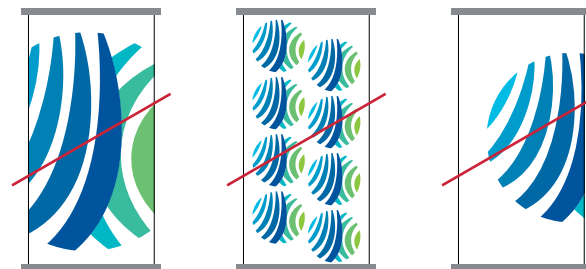


The open globe symbol

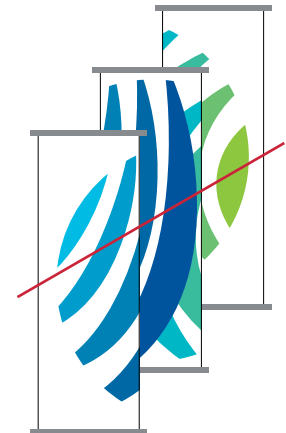
The open globe symbol is a vital element to our identity. It may be used as a design element in brand enterprise applications if it is shown in its entirety and in close proximity to the complete Johnson Controls logo. For instance, the globe could be used in an exhibit booth where the full identity is clearly reflected elsewhere in the display.



The globe symbol is shown or clearly read in its entirety.



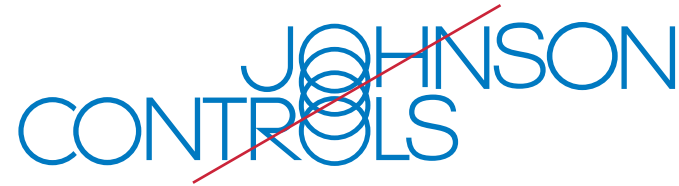
The globe should not be shown in parts or as multiples (in a pattern) on the same application.



The globe should not be split in a way that only parts of it are visible from any view point.

Discontinued treatments

The brand assets shown at right have been discontinued and should no longer be used. Please replace any usage with the correct assets shown in this book.



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 of the common misuses of our logo. These samples do not show all of the possible usage mistakes, but they give you an idea of problems to avoid.

You can help ensure consistency by only using the approved electronic artwork.



Do not change the color of our logo.



Do not distort or skew any part of our logo.



Do not attempt to recreate our logo.



Do not create holding shapes for our logo.



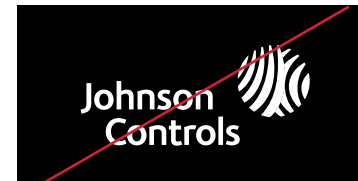
Do not rearrange or resize any part of our logo.



Do not add any graphics to our logo.



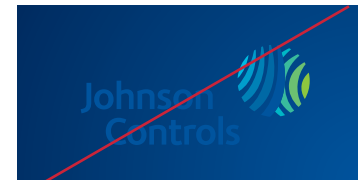
Do not add shadows or other effects to our logo.



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



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



Avoid low-contrast or busy backgrounds that interfere with the readability of our logo.

Our Colors

Color palette overview

Johnson Controls 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 boldly throughout our creative presentations to add energy, but this palette is also grounded by a range of grays. Gray 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.

In addition, seven radial gradients have been generated from our primary and secondary palettes. They add dimension to large background areas and subtle richness to colors without becoming overbearing. These gradients can draw attention to our brand as they radiate out from the Johnson Controls logo. A linear gradient developed from the colors in the logo can also be used to add interest to headline copy when it is placed over a flat color.

IMPORTANT

Not every piece requires the use of gradients; they are always optional and used only to enhance design.

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 and secondary color palettes

Color breakdowns for our primary and secondary palettes are shown at right. You can use this information to specify colors for any print, digital or material applications.

Primary Palette



Johnson Controls Blue
PANTONE 661
CMYK = 100/69/0/9
RGB = 0/84/158
HEX = 00539E



Johnson Controls Cyan
PANTONE 306
CMYK = 75/0/7/0
RGB = 0/188/228
HEX = 00BBE3



Johnson Controls Green
PANTONE 376
CMYK = 50/0/100/0
RGB = 141/198/63
HEX = 8CC63E

Secondary Palette



PANTONE 7690
CMYK = 87/35/7/5
RGB = 0/129/182
HEX = 0080B6



PANTONE 3265
CMYK = 77/0/43/0
RGB = 0/183/168
HEX = 00B7A8



PANTONE 7479
CMYK = 60/0/70/0
RGB = 106/193/123
HEX = 6AC07A



PANTONE 381
CMYK = 20/5/100/0
RGB = 214/213/37
HEX = D5D537



PANTONE 123
CMYK = 0/28/88/0
RGB = 254/189/56
HEX = FDBC38



PANTONE 152
CMYK = 0/66/100/0
RGB = 244/119/33
HEX = F37720



PANTONE 200
CMYK = 19/100/85/0
RGB = 203/36/57
HEX = CA2339



PANTONE BLACK C
CMYK = 60/52/53/70 or 100% Black
RGB = 46/42/37
HEX = 2E2925



PANTONE COOL GRAY 11
CMYK = 44/34/22/77 or 93% Black
RGB = 52/55/65
HEX = 333740



PANTONE COOL GRAY 9
CMYK = 30/22/17/57 or 75% Black
RGB = 95/99/105
HEX = 5F6369



PANTONE COOL GRAY 7
CMYK = 20/14/12/40 or 55% Black
RGB = 135/138/143
HEX = 868A8F



PANTONE COOL GRAY 5
CMYK = 13/9/10/27 or 38% Black
RGB = 169/171/172
HEX = A8ABAC



PANTONE COOL GRAY 3
CMYK = 8/5/7/16 or 24% Black
RGB = 199/201/200
HEX = C6C8C7



PANTONE COOL GRAY 1
CMYK = 4/2/4/8 or 11% Black
RGB = 223/225/223
HEX = DFE0DE

Gradient palette

Specifications for creating our gradients are shown at right. In most cases, the colors used to create each gradient come from our primary and secondary color palettes. The breakdowns shown here specify CMYK values for the colors, but equivalent PANTONE or RGB values may be substituted.

When using our radial background gradients, the lighter center should be located behind our logo and radiate out from there—generally, from the lower right corner of the gradient area to the upper left corner.

Our linear gradient should only be used horizontally or vertically, not at an angle. It is intended mainly to add interest to headline copy when it is placed over a flat color, but may also be used to accent other graphics such as a chart or infographic. It is not intended for use as a background or other large areas.

Using gradients in digital applications can yield unexpected results. Use them judiciously, and be aware that solid, flat colors may produce better results when viewed online.

Gradients should not be overused. They are optional tools meant to enhance design, so not every piece requires the use of a gradient. Please consult with a member of our brand team if you have questions about appropriate use of our gradients.

Radial Background Gradients



Linear Gradient



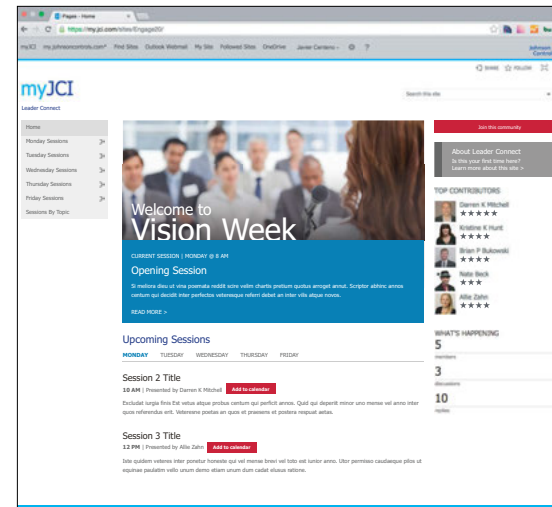
How to use our colors effectively

Color plays a prominent role in communications, and when used effectively, color can help quickly identify and build recognition for our brand. Use the tips on this and the following page as guidance for enhancing the Johnson Controls brand through color.

Our brand is most effectively expressed through the blue, cyan and bright green of our primary palette. Our secondary palette is designed to enhance and support these colors. One or more of our primary colors should play a dominant role in all communications and creative applications, augmented by our secondary palette.

Our secondary palette encompasses a wide range of colors, some of which are more dominant than others. A little color can go a long way; it is important to be cognizant of the relative weight a color may have in a layout. For instance, since warm colors are often more powerful than the subtler blues and greens of our secondary palette, less are needed to deliver a strong impression. While you should not avoid particular colors in our secondary palette, be aware that their overuse has the potential to dilute our brand; please help keep usage of the secondary palette in balance.

Similarly, darker grays and black can easily overwhelm a layout more than mid-range or lighter grays. We use a range of grays to ground the more vibrant colors of our palettes, but by balancing the darker grays with brighter colors or photography, you can prevent a layout from feeling too dark or heavy.



A small amount of red is all that is needed to deliver a strong impression on this web page.



Johnson Controls Blue, supported by warmer colors from our secondary palette, plays a dominant role in this ad.



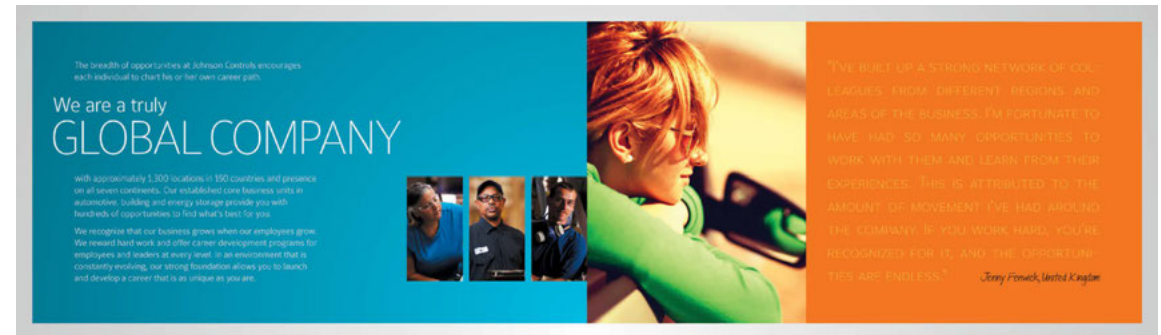
The bright blues and greens in the photo and headline balance the dark gray, preventing it from becoming too heavy.

How to use our colors effectively

The wide range of colors in our secondary palette is intended to bring energy to the brand, but can come across as less sophisticated and dilute the brand when too many of them are used together. To avoid this problem, choose a narrower array of colors from within the palettes to work with throughout each application. The colors may coordinate or contrast with imagery and other graphic elements used in each layout.

Also, be conscious of the color combinations and connotations when choosing colors from our palette. Some combinations may evoke our brand personality more effectively than others. For instance, using several greens from our palettes accented with red could give more of an impression of Holidays than of Johnson Controls.

The samples at right show some successful applications of our color palette enhancing our brand. You can find more inspiration in the "Our Brand in Action" section at the end of this book.



Our Typography

Primary typeface — Maurea

Our primary typeface is Maurea. This typeface is a modern sans serif which complements the custom-drawn Johnson Controls logotype.

The Maurea family of fonts is available in an array of weights ranging from thin to bold. Furthermore, each weight is available in all-capital, italic, LF and TF variations. The LF and TF versions differ from the standard version only in number sizing and spacing, as demonstrated at right. Using the correct style for every situation keeps our communications looking professional.

Open use of the entire Maurea family allows variety between communications and flexibility to add emphasis where needed. The full range of weights and styles can be used as needed; however, a controlled mix of weights, upper-and-lower-case and all-cap treatments creates a clear type hierarchy and prevents layouts from becoming too busy or distracting. Additional suggestions for using our typography effectively can be found at the end of this section.

Maurea fonts can be ordered from www.primetype.com, or contact Primetype directly at:

primetype GmbH
Friedrich-Junge-Straße 7B
10245 Berlin, Germany
info@primetype.com
Phone: +49 (0)30 53017910

Maurea Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maurea Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maurea Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maurea Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maurea Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tel 415

LF weights provide slightly smaller numerals, optically adjusted to read well within copy.

ABC123

TF weights feature cap-height and mono-spaced numerals, ideal for use in data sheets or financial tables.

Handwritten typeface — Janda Quick Note

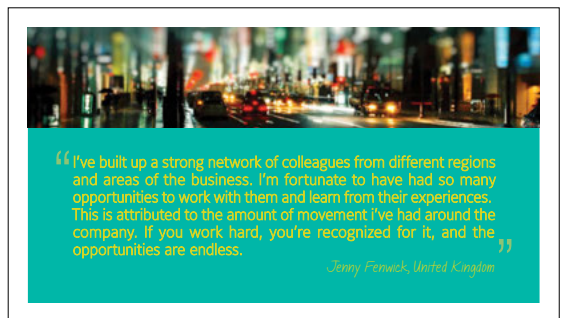
The use of a handwritten font, Janda Quick Note, adds a relatable, human touch to our communications. It is used sparingly in quotes, signatures or taglines to personalize a message and support a first-person point of view. Use it only for small amounts of text, since an entire handwritten paragraph can easily become overwhelming and lose its impact. Janda Quick Note is not required in every piece, but this relaxed typeface is an optional tool that can help create a more engaging design.

Desktop and webfont versions of Janda Quick Note can be licensed and downloaded for minimal cost directly from www.fontspring.com.

Janda Quick Note

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Digital and desktop publishing typefaces – Arial, Segoe

When the Maurea family is unavailable, we use Arial to maintain consistency. Arial is a standard system font that is widely available and can be used to ensure uniformity across many platforms. The majority of our digital and desktop publishing applications use Arial.

Segoe is the primary typeface for our external website, www.johnsoncontrols.com, and our intranet, myjci.com. Segoe is standard on most Windows machines and devices. For more information about using Segoe for web applications, visit our online brand center.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Arial used in an internal document.



Segoe used on www.johnsoncontrols.com.

Typefaces for use in translation

Our preferred Maurea typeface does not contain all of the characters necessary to transcribe every language we may use, but Arial Unicode's broad range of multilingual characters and similarity in appearance to Maurea make it an adequate substitute in most cases.

Some languages, however, may require a more specialized font to portray characters correctly. For instance, Shingo has been specified to correctly display the complex character set of Japanese and to ensure readability.

Our handwritten typeface, Janda Quick Note, also has a limited character set and will encounter problems displaying some languages. For recommendations of font that closely resembles the handwritten appearance of Janda Quick Note in a character language, consult with your business unit or regional communication leader.



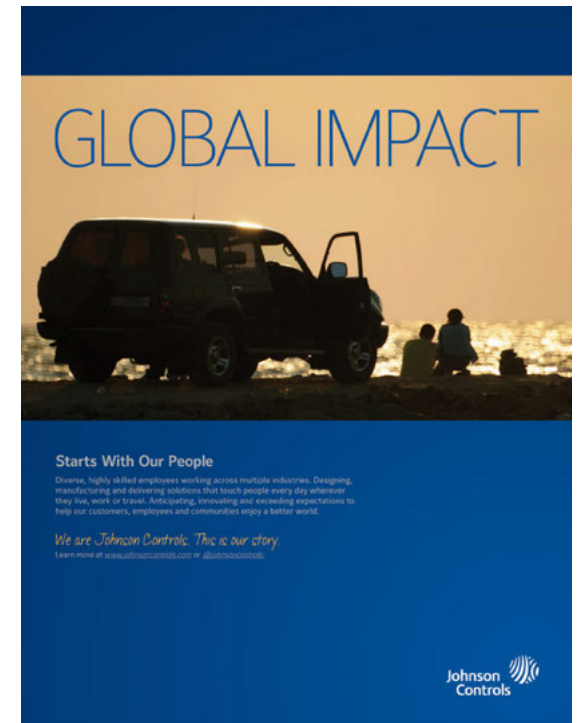
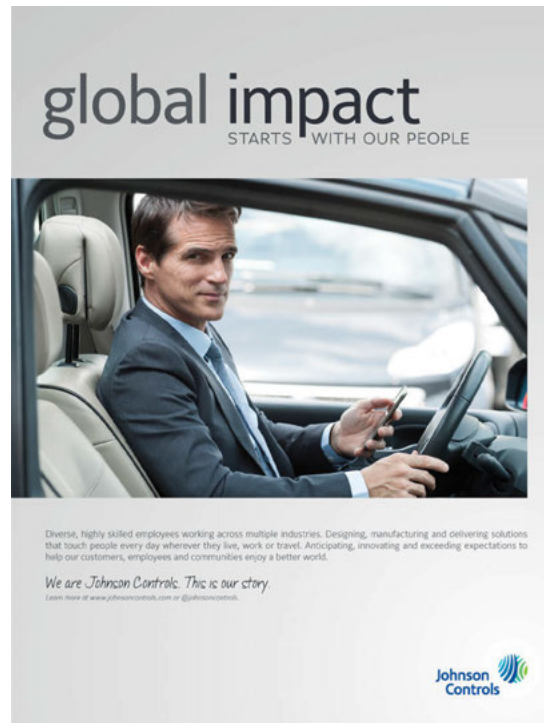
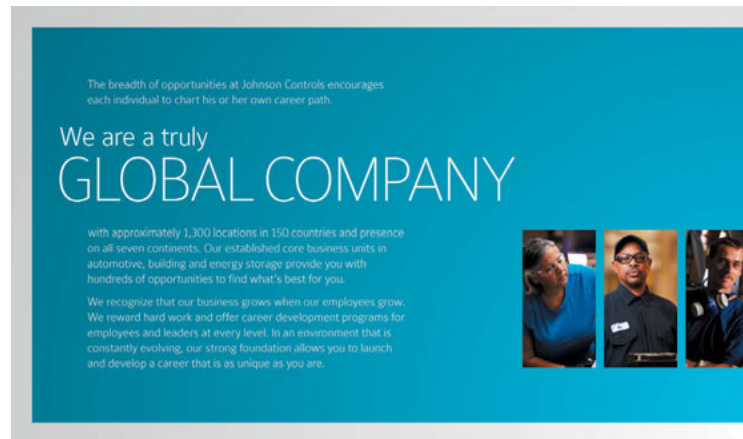
How to use our typography effectively

Open use of the entire Maurea family allows variety and flexibility; there is no standard size, weight or style for our headlines, subheads, body copy or other text categories. A controlled mix of weights, upper-and-lower-case and all-cap treatments creates clear type hierarchies and draws attention where needed. In general, a thinner approach to headlines keeps layouts light and clean, and a limited number of type treatments within each piece prevents our communications from becoming too busy or distracting.

Avoid overusing all-cap treatments because excessive use throughout a layout or in lengthy paragraphs of text can reduce readability and be distracting. When all-cap treatments are used effectively, they can add emphasis; too much use can diminish the emphasis.

Our handwritten typeface should be used sparingly. You can add it to pieces where a more relatable, personalized point of view is appropriate to engage the viewer. Quotations, taglines or signatures are natural places to incorporate the human touch of our handwritten font, but its use is optional and should only serve to enhance the design; it should not be overused.

The samples at right and others in the "Our Brand in Action" section of this book show the flexibility and variety of successful type hierarchies and applications. Overall, practice of good design sense and techniques will inevitably result in typography that supports the Johnson Controls brand.



Our Photography

Photography overview

Large, emotionally engaging photos are a powerful tool to help us best express the Johnson Controls brand. Subject matter pertaining to *Live, Work, Travel* is incorporated into our imagery whenever possible using human elements from everyday life.

Photos are realistic, inviting and full of positive energy. A strong sense of light and suggestions of motion infuse our photos with the energy of everyday life. Bold compositions with little background distraction also help create impactful images. Our subjects and settings reflect the diversity of our people and the markets we serve.

Imagery is not cluttered with overlaid boxes of color or unreadable text. Instead, typography is thoughtfully incorporated to reinforce both visual and textual messaging.



Style considerations

Choosing photography can be difficult. 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 turning too dark, but it is 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 travel. Emotions are authentic, and postures are natural; our photos never feel like they are posed or forced.

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.

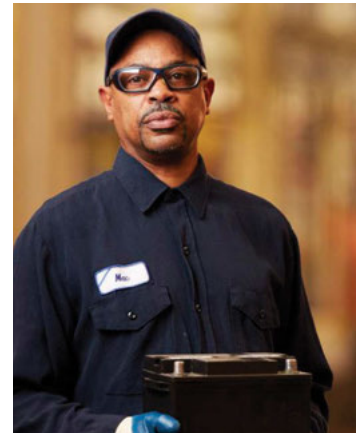
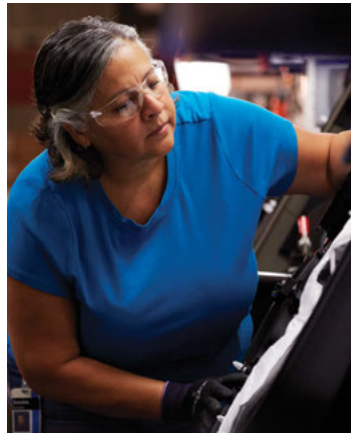
Images of people

Our photos show how we make people's lives easier with our technologies and solutions. You can see ease and joy in people's faces when they live in a world where everything runs smoothly, smartly, simply and safely. Our images reveal people in these simple, everyday moments.

Personality is expressed in an honest and natural way when we use candid images that do not appear stiff or posed. Our images are human, emotive and authentic, with a spontaneous feel that doesn't seem contrived or arranged.

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.

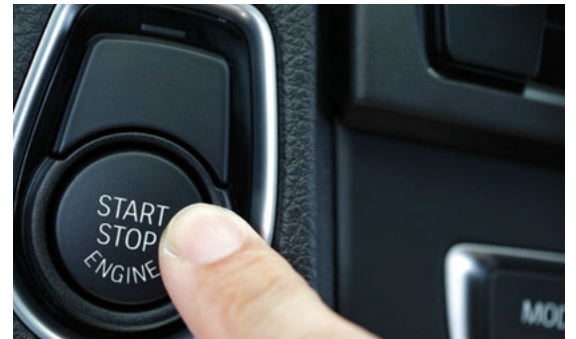
Our photography reflects the diversity of the markets we serve and of our employees.



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.

It is not necessary 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 invisibly to make everything work effortlessly.



Our Brand in Action

Email signatures

Email is the most common form of business communication today. Use of a standard email signature format across all employees conveys to our customers that we are one team working together.

Format your signature following either the Full or Minimum sample shown at right. Your contact information should appear in 10-point Arial, and the legal disclaimer text is 8-point Arial. Use the color breakdown for Pantone Cool Gray 9.

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 detracting from the user experience.

Full

Employee Name

Employee Title
Johnson Controls

+1 414 524 0000 direct
+1 000 000 0000 cell
name.lastname@jci.com
@johnsoncontrols
www.johnsoncontrols.com

Johnson Controls
5757 North Green Bay Avenue
Glendale, WI 53209
USA

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

Employee Name

Employee Title
Johnson Controls

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

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.

Inspiration

On this and the following pages, you will find examples of creative that effectively enhance and deliver the Johnson Controls brand by incorporating the tools and principles found in this book.

There is no requirement for new creative to mimic the samples shown here. Instead, use these pieces as inspiration to develop layouts that feel like they fit into the family of styles you see here.

INTELLIGENT CONTROLS GO BEYOND THE BATTERY
 Smartest ever seen advanced algorithm that increases flexibility for applications in front of and behind the meter. Our energy storage controls interface with our Metastasis Building Automation System to make building operations smarter and with Johnson Controls demand response technology to actively participate in utility programs. The result: a hybrid solution that increases energy savings.

DISTRIBUTED ENERGY STORAGE AT THE LOWEST LIFECYCLE COST

PROVEN DESIGN CAN SCALE TO YOUR APPLICATION
 Let us match our proven technology to your needs. Our in-building modular system reduces costs and provides additional value for a building, campus or enterprise. Our modular commercial solutions handle simultaneous applications for utilities and large commercial customers.

MARKET-LEADING SERVICE MAXIMIZES ROI
 Global Energy Control is one of the most energy storage solutions that deliver all the benefits you expect from a long-term partner. We have the global manufacturing capabilities to produce quality at scale, delivering customer support backed by North America's largest service network, and the experts to ensure continuing innovation in this fast-changing market. Call us to discover how we can help you reduce costs and improve efficiency with cost-effective energy storage and other solutions for your facility or enterprise.

Johnson Controls

2015 BUSINESS AND SUSTAINABILITY HIGHLIGHTS

johnsoncontrols.com/BSR

Make it better

With our products and services, Johnson Controls builds on its commitment to sustainability. We measure our success by the results we achieve – and the legacy we create.

FOR TOMORROW

Johnson Controls

Learn more at johnsoncontrols.com or @johnsoncontrols.

Inspiration



Because we're here

This is where Johnson Controls is proud to be a community partner.


This is where we live, work and travel. And this is where families and businesses thrive.

Our community is stronger.


Johnson Controls

Learn more at johnsoncontrols.com or [@johnsoncontrols](https://twitter.com/johnsoncontrols).


APPLYING MODEL PREDICTIVE CONTROL TO CENTRAL PLANTS AND MICROGRIDS




1980–2000: EQUIPMENT-BASED EFFICIENCY
Improving equipment efficiencies piece by piece, with emphasis on the chiller, to use less energy.




2000–2015: ENERGY-BASED OPTIMIZATION
Making heating, cooling and air handling systems more efficient, reducing energy use another 5–15%.



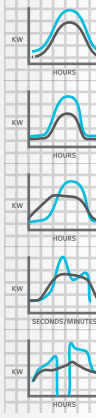
2015–2020: COST-BASED OPTIMIZATION
Managing how and when energy is used, to spend less money. Model predictive control builds on rigorous, ongoing projection and analysis of weather, energy pricing, load requirements, etc., and draws on stored energy to optimally reshape load, minimizing utility costs—more than double the value of energy-based optimization.



2015–2025: REVENUE GENERATION
Shaping and shifting load profiles via model predictive control in shorter timeframes, to cut costs and also generate revenue through electric energy markets. Combining control plant and battery assets opens the door to a dramatic increase in value.



2015–2030: RESILIENCY & RELIABILITY
Ensuring continuous, high-quality supply of electricity through microgrid solutions. Optimal control products flatten load profiles and dispatch assets power generation economically. Microgrid solutions help achieve desired resiliency and grid independence.




Johnson Controls

THE JOHNSON CONTROLS WAY

2014 Business and Sustainability Report

Economic Prosperity
Social Responsibility
Environmental Leadership




Johnson Controls



BUILDING VALUE FROM TOP FLOOR TO BOTTOM LINE

See the newest Johnson Controls products for optimizing building performance. Our integrated solutions take building, residential and campus projects to the next level—efficiently and effectively. Learn how you can get the best value for your time and money.



HVACR Equipment and Controls | Building Management Systems | Security | Aftermarket Parts | Air Systems

Visit us at Booth 1231.
[@johnsoncontrols](https://twitter.com/johnsoncontrols)

Johnson Controls

CASE STUDY: Puerto Rico Army Reserve National Guard



PROJECT BENEFITS

- Improve system reliability, response time and mission readiness
- Reduce energy footprint and costs
- Reduce utility dependence
- Reduce greenhouse gas emissions by more than 1,400 metric tons, the equivalent of emissions from 1,761 barrels of oil

Summary

The Puerto Rico Army Reserve National Guard performs critical missions for the United States, including support for local law enforcement, disaster relief missions, and community outreach and youth education. Facing high electricity costs, PRAARG turned to Johnson Controls to reduce its energy footprint. Johnson Controls delivered an innovative, comprehensive solution that improves lighting, HVAC, heating and cooling and water systems, and includes solar energy generated by one of the U.S. Army's first distributed energy storage systems of its kind for through the guaranteed savings of an Energy Storage Performance Contract (ESPC). PRAARG has already reduced energy and water consumption and costs and is on track to exceed renewable energy goals while saving more than \$1.1 million a year.

The Story

PRAARG operates more than 30 sites on the island of Puerto Rico and engaged Johnson Controls to upgrade three federally designated sites: Camp Santiago, Fort Allen and Caba. Local Johnson Controls experts as well as building efficiency and energy storage team members conducted feasibility studies at each site to discover and prioritize opportunities to reduce energy use and costs.

An Army First: Distributed energy storage modules as part of performance contract

Over 200 kilowatts (kW) of each of the three sites' reserve autonomy and load power into the existing electrical distribution system. At the 12-acre Camp Santiago site, Johnson Controls combined the solar array with a distributed energy storage (DES) system—modular batteries that can store and release the energy gathered through the PV array.

Johnson Controls

Inspiration

WITH IN-DEPTH BUILDING KNOWLEDGE

Our building solutions range from controls to mechanical equipment to energy efficiency products and demand response solutions. More than a million customers worldwide rely on our expertise to increase operating efficiency and reduce costs. Johnson Controls looks at the big picture and develops a solution specific to your facility.

FROM BATTERIES TO BUILDINGS TO BOTTOM-LINE BENEFITS

Improve Performance and Reduce Costs with Distributed Energy Storage Solutions

COMBINE WORLD-CLASS BATTERY TECHNOLOGY

Johnson Controls is the world's largest manufacturer of automotive batteries, offering a complete portfolio of lead-acid and lithium-ion batteries to meet continually evolving needs. As developers of premium battery technology, with expertise from electrochemistry to form factor design, we bring you the batteries that perform best with buildings.

Johnson Controls

Johnson Controls is a global multi-industrial and technology leader serving customers in over 100 countries. With over 150 years of history and ongoing global innovation, we deliver products of innovation, intelligence and operational efficiency without compromise. Our expertise, advanced talent and diverse capital resources, and distributed energy storage solutions. We anticipate, research and continuously improve to help our customers, business and communities realize a better world.

At an Johnson Controls, this is our day.
www.johnsoncontrols.com or @johnsoncontrols

Johnson Controls

WE HOLD OURSELVES ACCOUNTABLE

We believe in doing well by doing good. Engaging employees. Protecting the environment. Supporting our communities. Making the world better.

We are Johnson Controls. Learn more about our story at www.johnsoncontrols.com or @johnsoncontrols.

Grady Crosby
Vice President, Public Affairs and Chief Diversity Officer

Johnson Controls

HOW WE MAKE A DIFFERENCE

Global impact starts with our people—diverse, engaged employees, acting with integrity every day, reaching out to help customers and communities enjoy a better world.

GLOBAL GIVING

In 2015, Johnson Controls gave \$24.5 million in the areas represented here. The Johnson Controls Foundation gives more than \$4.6 million to U.S.-based nonprofits. We also donated over \$1.5 million to support the Annual Charity Gala Program of the American Red Cross.

Category	Amount
40% Social Service	\$9.8M
30% Education	\$7.4M
10% Arts	\$2.5M
7% Environment	\$1.7M
7% Health	\$1.7M
6% Miscellaneous	\$1.5M

Their efforts affected more than **37 million** people.

THE BEST VALUE FOR YOUR TIME AND MONEY

Find the right product in our family of brands, integrated for water and efficiency, with best-in-class operations to bring you top quality at the right time. And prepare for a connected future with building systems integration, creating an intelligent infrastructure to drive the business and building outcomes you desire.

Building Wide Systems Integration

Building Management Systems

Security & Fire Safety Solutions

Cooling & Heating Equipment

Commercial & Industrial Refrigeration

Air Distribution

Performance Optimization

Energy Efficiency & Sustainability

MORE INFORMATION:

Leadership:
Bill Jackson
President, Building Efficiency

Headquarters:
107 E. Washington Street, Milwaukee, Wisconsin 53202, USA

Global and North America:
Karl Pfister
Senior Manager, Global Public Relations
424 124 4027
karl.k.pfister@jci.com

JOHNSON CONTROLS 2015 SALES BY BUSINESS (IN MILLIONS)

\$37.2
TOTAL SALES 2015

- \$20.1 Automotive Experience
- \$10.1 Building Efficiency
- \$6.8 Power Solutions

Visit www.johnsoncontrols.com/building for current reports and filings.

RECENT PROJECTS

Cooling 1.6-billion-dollar water Shanghai Campus of Renmin University with 16 "ICE" chillers, saving the world's most energy-efficient campus.

Reducing energy cost 28 percent for the Northwest Data Office Tower in Chicago City, China, with an innovative heat recovery system that harnesses waste heat.

Launching QuietStart™, a new brand of engineering, armored chiller fans for rapid deployment through metropolitan markets in a quiet, top in the industry.

SUPPORT THROUGHOUT THE BUILDING LIFECYCLE

For a single building or an entire campus, Johnson Controls offers an unrivaled portfolio of energy and solutions—optimizing performance at every phase.

EQUIPMENT, CONTROLS AND SERVICES FOR HEATING, VENTILATING, AIR CONDITIONAL, REFRIGERATION AND SECURITY SYSTEMS

500 BRANCH OFFICES
IN MORE THAN
150 COUNTRIES

1 MILLION CUSTOMERS
RELY ON US TO INCREASE ENERGY EFFICIENCY AND LOWER OPERATING COSTS

Plan & Design
Install
Operate & Maintain

Building Lifecycle

Johnson Controls Power Solutions

Johnson Controls is the world's leading manufacturer of automotive batteries, supplying approximately 146 million every year to automakers and aftermarket retailers. Our 15,000 employees develop, manufacture, distribute and recycle batteries at more than 50 locations world-wide.

PRODUCT PORTFOLIO

We offer a complete portfolio of battery products and technologies that support the full continuum of vehicle electrification and efficiency improvements. Our products are designed to enable automakers to meet emissions regulations, enhance driver experience and meet bottom-line performance.

Standard Flooded Lead-Acid

Enhanced Flooded Lead-Acid (EFB)

Absorbed Glass Mat (AGM)

32 volt Lithium

48 volt Lithium

High-voltage Lithium

CAPABILITIES

In addition to our product portfolio, we offer a comprehensive range of capabilities that enable us to develop and deliver high quality, reliable product to our global customers.

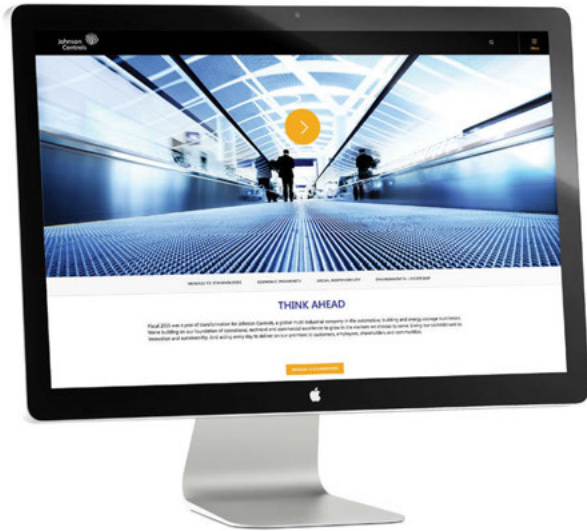
- Global research and innovation capabilities encompassing our own applied research facilities, and technology partnerships with leading universities and national laboratories
- Extensive customer engineering capabilities such as modeling and simulation, vehicle level integration, and comprehensive product and system testing
- Rigorous product development, product launch processes and launch metrics that enable us to identify, develop and flawlessly launch the best product
- Advanced product quality planning and manufacturing systems to deliver the highest quality batteries to our customers wherever they need them
- World-leading closed-loop recycling capabilities enabling us to conserve natural resources and use recycled materials in the production of our batteries

MORE INFORMATION

johnsoncontrols.com
info@johnsoncontrols.com
www.linkedin.com/company/johnsoncontrols

Johnson Controls

Inspiration



Make sure to visit Johnson Controls building and energy experts while you're at AHR Expo Orlando. Don't see displaying company? Visit AHR Expo Website.

BUILDING VALUE FROM TOP FLOOR TO BOTTOM LINE

Explore our newest products **AT BOOTH 1231 AHR EXPO ORLANDO**

Take your campus or building project to the next level with Johnson Controls. Our unmatched product portfolio optimizes building performance and delivers the best value for your time and money.

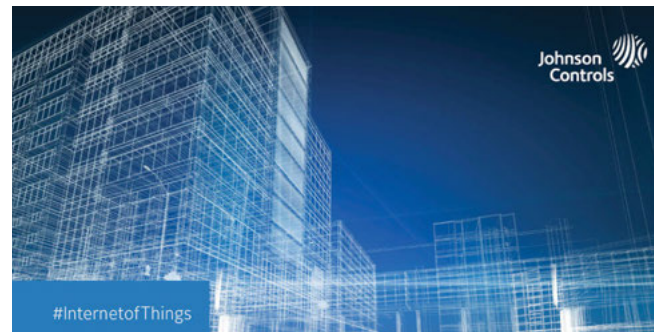
EXPLORE OUR FAMILY OF BRANDS AT AHR

YORK BOOTH 1231	EXPLORER BOOTH 1439	HART COOLEY BOOTH 3428
SELKIRK BOOTH 3228	Titus BOOTH 2813	AVC BOOTH 1449
RUSKIN BOOTH 4464	Lau BOOTH 4464	RRS BOOTH 4464

GET A SNEAK PREVIEW
of our integrated solutions right now.

Air Systems | Building Management | HVAC Controls and Equipment | Security

Johnson Controls, Inc. | 9745 N. Milwaukee Street | Milwaukee, WI 53222
usa@johnsoncontrols.com | global@johnsoncontrols.com



Check out my new lighting controls!

Programmable, connected, efficient...

...better color for productivity & safety...

This retrofit makes me look fab.

#InternetofThings

Johnson Controls

ENERGY STORAGE NORTH AMERICA

October 13-15, 2015
SAN DIEGO CONVENTION CENTER

Only Johnson Controls takes you from batteries to buildings to bottom-line benefits. Find the **#brightbluebox** at Booth 528 to see how Johnson Controls has entered the distributed energy storage market.

Visit booth 528

Learn how we're combining world-class battery technology, building systems expertise and intelligent controls for energy storage at the lowest lifecycle cost.

Talk to our team about how Johnson Controls delivers:

- Intelligent controls that go beyond the battery
- Proven design that can scale for your application
- Market-leading service to maximize ROI

SCHEDULE A MEETING

FEATURED SESSION:
Emerging and Disruptive Technologies: Current RD&D and Commercialization Opportunities

October 15, 4:35 pm

Kirk Drees, P.E.
Director Energy Services, Research & Modeling, Johnson Controls

Sue Babinec
Senior Commercialization Advisor, Advanced Research Projects Agency-Energy (ARPA-E)

Mark Paterson
Domain Leader - Grids + Renewable Energy Integration, CSIRO Energy Flagship

Babu Chalamala
Energy Storage Program Manager, Sandia National Laboratories

Ken Silverstein
Editor in Chief, Public Utilities Fortnightly

Connect with us on Twitter with **#brightbluebox**

John Schaff
VP & GM Distributed Energy Storage

Johnson Controls

Inspiration



This book should provide you with essential understanding of our brand. Additional resources are available at our online brand center, accessible from the Johnson Controls employee portal or by visiting my.jci.com/brand-center. Some of the additional tools you will find there include:

- Communications Policy
- Social Media Guidelines
- Model Release Forms
- Templates

If you have any questions about the information in this book or the Johnson Controls brand in general, please consult with one of the members of our brand team listed below. We are here to help and look forward to hearing from you.

Don Polite

Director, Corporate Brand & Marketing
Donald.H.Polite@jci.com

Caroline Saucier Kravit

Senior Marketing Specialist, Corporate Brand & Marketing
Caroline.Saucier.Kravit@jci.com

Brand Team

Brand@jci.com

Resources