



Brand book. Volume

one.

Experience is not soft. It is *causal*.



Experience is
not soft. It is
causal.

The first sentence of the practice. Everything in this book follows from it.

A reference, not a *restraint*.

WHAT THIS BOOK IS The visual + voice system of the practice, in one place. Tokens you can paste. Rules you can quote. Examples that show how the practice actually sounds and looks when it lands. **USE WITH** Claude Design / Gamma uploads, website work, deck templates, LinkedIn assets, vendor briefs, anyone making something on behalf of the practice.

WHO IT IS FOR Jeroen first. Collaborators second. AI design tools third. Anyone briefed to make on-brand work without checking in every time. **REVISION** Edition 2026.06. The system is living. Where this book and what shipped disagree, what shipped wins — file the gap as a revision.

In this *volume.*

01	<i>Foundations</i>	05	07	<i>Layout</i>	34
02	<i>Architecture</i>	10	08	<i>Photography</i>	37
03	<i>Logo system</i>	14	09	<i>UI components</i>	39
04	<i>Colour</i>	19	10	<i>In use</i>	43
05	<i>Typography</i>	24	11	<i>Quick reference</i>	48
06	<i>Voice</i>	30	12	<i>Colophon</i>	50



01 / 50

Foundations.

The first *sentences*.

Positioning, thesis, the italic rule, the words the practice carries. Everything else is built on these four spreads.

— *the position*

Place strategy for *housing*.

Four words. Each one earning its place. PLACE — not real estate, not

Place names the thing as it lands on the people who live there: a system that has to be

readable, navigable, holdable. STRATEGY — not design, not service, not consulting.

Strategy is the level the practice operates at: where the decisions are made that compound

for a decade. FOR HOUSING — the category. Not commercial real estate, not retail, not

hospitality. The category where the social and the financial both have to clear.

NOT

~~Brand consultant for buildings.~~

~~Architecture practice.~~

~~Service designer.~~

~~PropTech founder.~~

IS

A practice that holds place strategy

across four operating vehicles

and two productised instruments.

— *the thesis*

Experience is not soft. It is *causal.*

Experience is not a marketing layer added late. It is the operating property of a place that determines whether the asset holds value over a decade.

If experience is causal, it has to be designed for, evidenced, and held. and held. The four vehicles + two instruments exist to do that work at work at different parts of the chain.

— a single weight per headline

One italic *word*. No more.

Where each vehicle is *now*.

/NOW MASTHEAD

The practice came off the floor with the work to *compound*.

/NOW HERO, JUNE 2026

Build better *places*.

FOOTER COLOPHON

Three rooms this month. Same *claim*.

UCRE CARD

RULE *Italic falls on a content word—never a connector ("of," "the," "and"). Italic is the brand's only inflection. Bold is for emphasis inside running text, not headlines.*

— the words the practice carries

Carry these. Drop *those*.

DO

Cause

System

Infrastructure

Compound

Hold

Decade

Place

01 / Foundations

Operating layer

AVOID

~~Vibrant~~

~~Thriving~~

~~Holistic~~

~~Best-in-class~~

~~World-class~~

~~Synergy~~

~~Curated~~

~~Bespoke~~



02 / 50

Architecture. How the practice *stands*.

One practice. Four operating vehicles. Two productised instruments. Four standing advisory briefs. The whole stack.

— one practice, several vehicles

One *practice*. Several vehicles.

THE PRACTICE

Jeroen Janssen

01 · DEVELOP

Liven World

Districts that work.

02 / Architecture

02 · DESIGN

REDE

*Lived experience, by design.
design.*

03 · OPERATE

Tenure

Resident identity, held.

04 · SPEAK

UCRE

The reframe.

Jeroen Janssen · Brand Book · V.1

— *develop · design · operate · speak*

Four vehicles, one *claim*.

01 · DEVELOP

Liven World

livenworld.nl

The development arm. Whole districts designed as living infrastructure — technology, wellbeing, community and mobility considered from the start, not

bolted on.

Almere R21 · R22.
Provada 2026 — Minister visit.
02 / Architecture

02 · DESIGN

REDE

rede.design

The design layer for developers who want lived experience commissioned, evidenced and held. LiveLens is the instrument that lets them read it before, during and after handover.

Active redesign · June 2026.

03 · OPERATE

Tenure

tenure-co.com

The operating layer for resident identity inside institutional BTR. The infrastructure that makes a building hold the people who live in it for longer.

Founding cohort Q4 2026 · NL.

04 · SPEAK

UCRE

usercenteredrealestate.com

User-Centered Real Estate. The reframe — taken to stages, boards, and the firms that intermediate most of the housing sector. Where the thesis gets said out loud.

CBRE Warsaw · JLL Paris.
June 2026.

Jeroen Janssen · Brand Book · V.1

— *productised offers and live briefs*

Sharper than a vehicle. Standing *offers.*

INSTRUMENT 01 · DIAGNOSTIC

XD

Pre-investment diagnostic. 4–6 weeks. For investors, BTR funds, family offices family offices — read before the building.

INSTRUMENT 02 · RESEARCH

tenant.

*The S in ESG, **evidenced** rather than scored. Resident app + dashboard + S-dashboard + S-Report citable in CSRD / SFDR / GRESB.*

ADVISORY · FOUR LIVE BRIEFS

Nordic Life Lab

Proposition and concept, in flight.

Student living

Investment proposition · paulownia as structural thesis.

Altuition

Raad van Advies seat.

Grid congestion

Housing under netcongestie as a place-strategy question.



03 / 50

Logo.

Wordmark, mark, *lockup*.

The wordmark is the URL. The brand mark is a red square with a paper inset. Anything else is a misuse.

— *the spoken brand*

The hyphen is doing *work*.

jeroen-janssen.com

hyphen — the only inflection

SETTING

*Inter / Helvetica · 600 weight · lowercase · tight
tight tracking (-1.5)*

HYPHEN

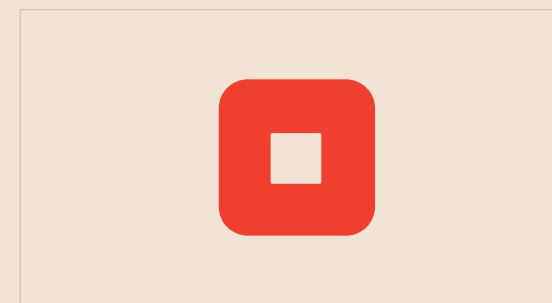
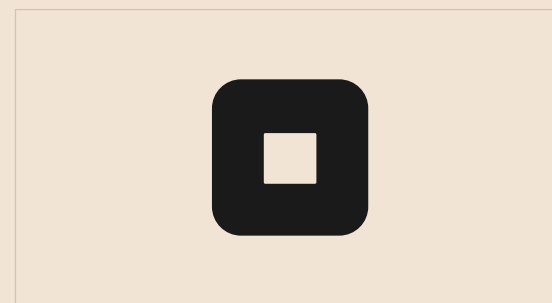
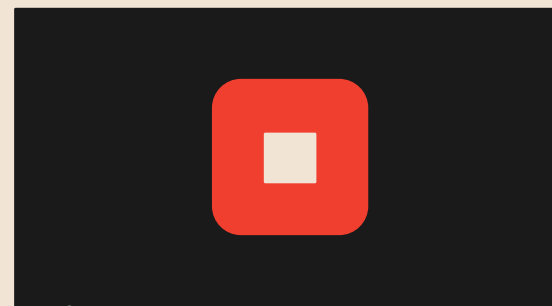
*Always present. The brand is the URL. No spaces,
spaces, no em-dash, no underscores.*

MIN. SIZE

*24 px / 14 pt — below this, use the brand mark
alone.*

— *the silent brand*

A red square. With a *door*.



— *mark plus wordmark*

Lockup *rules.*



Jeroen Janssen

HORIZONTAL LOCKUP · DEFAULT



Jeroen Janssen

STACKED · TIGHT FORMATS

03 / Logo

LOCKUP SPACING

- *Clear space = the inner square of the brand mark, on all sides.*
- *Wordmark vertical-aligns to the centre of the mark — never the baseline.*
- *Mark height = wordmark cap height × 1.6. Hold that ratio.*
- *On ink or red, switch to the inverted mark + paper wordmark.*

— *what to never do*

Don't make the mark do *tricks*.

✘ STRETCH

Hold the 1:1 ratio. Never squash or stretch the mark.

✘ ROTATE

The square sits flat. Never tilted, never on a corner.

✘ SHADOW

No drop shadow, no gradient, no glow. The mark is flat.

✘ RECOLOUR

Red, ink, paper. Inverted on dark. Nothing else.

✘ ADD

No tagline lockups beside the mark. The wordmark already carries that weight.

✘ CROP

Always shown whole. The square is the whole logic.



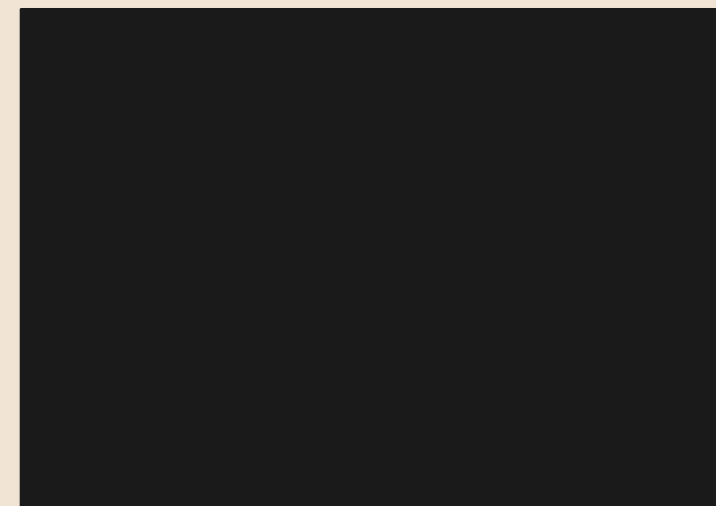
04 / 50

Colour. Paper. Red. *Ink.*

A peach paper as the dominant surface. One red, used once per spread. Ink for type. Hairlines for everything else.

— the three load-bearing tones

Paper. Red. *Ink.*



Paper

Red

Ink

BALANCE *Paper dominates. Ink carries the type. Red appears once per spread, on a word or a rule — never as a background colour for body text.*

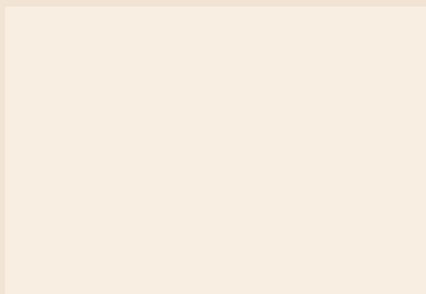
Primary surface • 60–70 %
04 / Colour

Single accent • the one injection

Type • 25–50 %

— the supporting tones

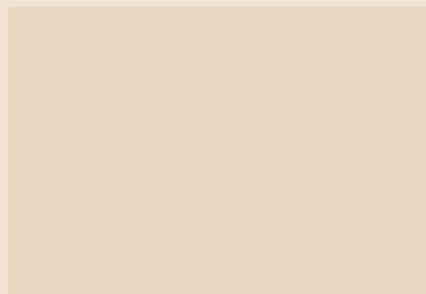
For hairlines and *whispers.*



Paper Hi

#F8EFE2

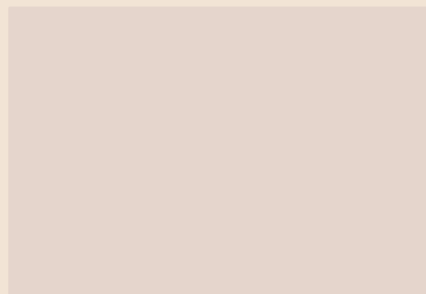
Raised card · 5% above paper paper



Paper Lo

#EAD7C2

Lowered surface · gentle dividers



Hair

#E5D5CC

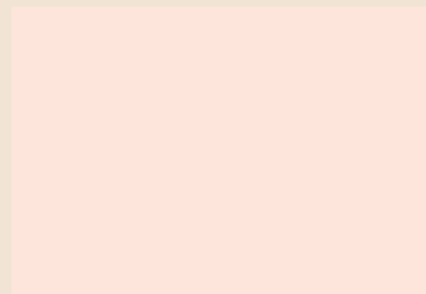
Hairline on paper · 0.5pt



Hair Dk

#D4C2B5

Hairline on paper Hi · 0.5pt



Red Lt

#FDE5DC

Rule callout backgrounds

TEXT TONES



Ink

Primary body.

04 / #1A1A1A



Ink 2

Relaxed body.

#2A2A2A



Muted

Captions.

#666666



Ghost

De-emphasis.

#999999

— where each colour belongs

Colour as *consequence*.

PAPER

Dominant background, always. Never on type at body size. Use Use paperHi for cards that need to lift off the surface.

RED

One italic word per headline. Rules, dots, brand mark, hover affordances. Never red text on paper at body size — contrast is too contrast is too soft.

INK

Body and headings. Used as a full-bleed surface only on sandwich sandwich pages (covers, openers). Type on ink switches to paper. paper.

HAIRLINES

Dividers stay light — Hair on paper, HairDk on paperHi. Never use red as a divider; it pulls focus from the one allowed red moment.

— one page reference

The reference *sheet*.

Paper
#F2E4D5

Page background — dominant brand surface

Paper 2
#EAD7C2

Soft secondary surface, hover states

Surface
#FFFFFF

White cards — feature grids, work list, essays

Ink
#0E0E0E

Primary text, dark surfaces

Muted
#5C5450

Secondary text, captions, mono labels

Red
#F03E2F

Single accent — CTAs, dot, italic emphasis hover

Red dark
#C7290E

Hover state for primary CTA

Hairline
#D9C2A8

Dividers, hairline rules, card borders



05 / 50

Typography.

Sans for clarity. Italic serif for
inflection.

Instrument Serif italic carries the brand inflection. Inter / Helvetica carries the body. IBM Plex Mono / Menlo carries the edges.

— *three families, one rule*

Sans for clarity. Italic serif for *inflection*.

DISPLAY · ITALIC

compound.

SANS · BODY

A practice that holds place strategy.

MONO · LABEL

01 / FOUNDATIONS · POSITIONING

05 / Type

Instrument Serif · italic

Fallback: Palatino italic · Georgia italic

One word per headline. Editorial inflection.

Inter / Helvetica · 400–600

Fallback: Helvetica · Arial · system-ui

Headlines, body, navigation. The default voice.

IBM Plex Mono / Menlo · 400

Fallback: Menlo · Consolas · monospace

*Section labels, captions, micro-meta. Always uppercase.
uppercase.*

— *the ladder*

Eight *sizes*. No improvisation.

88 PX	Display XL	compound.	<i>Covers, section openers</i>
64 PX	Display	place strategy.	<i>Spread headlines</i>
44 PX	H1	foundations.	<i>Page titles</i>
28 PX	H2	The thesis.	<i>Section heads</i>
20 PX	H3	Where each vehicle is now.	<i>Card titles</i>
14 PX	Body	Experience is the operating property of a place.	<i>Running text</i>
12 PX	Caption	<i>Edition 2026.06 · Volume One.</i>	<i>Sub-meta</i>
10 PX	Mono label	01 / FOUNDATIONS	<i>Section + micro labels</i>

— a single inflection

compound.

STEM · 35°

TAIL · NON-LOOPING

Instrument Serif italic carries the brand inflection — a single content word per headline, never a connector. Falls back to Palatino italic on the web. italic on the web. Bold is not the italic's substitute; italic is the only inflection.

— *the workhorse setting*

Set for *reading*.

BODY · 12 / 18

Experience is the operating property of a place that determines whether the asset holds value over a decade. If it is causal, it has to be designed for, evidenced, and held — across four vehicles and two productised instruments. Each vehicle does part of the chain.— Foundations, p. 6

EDITORIAL · 14 / 20 ITALIC

*Three days on the floor. A Minister at the stand. Two signings. The
The reframe on what the housing sector keeps missing when it builds
it builds for the object, taken to the firms that intermediate most of it.—
most of it.— /now June 2026*

MEASURE *Body text holds 60–75 characters per line. Above 80, set down to 11pt or split the column. Body never sits at column widths beyond*

— *the micro layer*

Mono carries the *edges*.

100+

conversations

PROVADA 2026 · LIVING HUB · STAND 12.26

LABEL VARIANTS

SECTION	01 / FOUNDATIONS
PAGINATION	PAGE 06 / 49
META-DATE	UPDATED 13 JUNE 2026
STATUS	• LIVE
VENTURE	02 · DESIGN · REDE
URL	JEROEN-JANSSEN.COM



06 / 50

Voice. Stated. *Never shouted.*

An editorial register, evidenced, bilingual, patient. The brand writes for a decade, not a campaign.

— *sober, editorial, exact*

Stated. Never *shouted*.

01

EDITORIAL

A practice that writes the way an essay reads. Short sentences. Sentences. Real verbs. Subjects that show up first.

03

BILINGUAL

EN-default, NL when the room is Dutch. Technical terms (BTR, ESG, CSRD) stay in English even in Dutch sentences.

02

EVIDENCED

2

Claims sit next to facts. Names, dates, numbers. Adjectives are Adjectives are spent rarely, italics rarer still.

04

PATIENT

4

The practice writes for a decade, not a campaign. Build-better-places is the timeline.

— the brand's dictionary

Words the practice *holds*.

CARRY

Cause

System

Infrastructure

Compound

Hold

Decade

Place

Operating layer

Evidenced

Reframe

06 / Voice

BLEND CAREFULLY

Brand (use sparingly)

Value (only with units)

Experience (defined)

Strategy (named)

Practice (singular)

DROP

~~Vibrant~~

~~Thriving~~

~~Holistic~~

~~Best-in-class~~

~~World-class~~

~~Curated~~

~~Bespoke~~

~~Synergy~~

~~Innovative~~

~~Disruptive~~

— EN default, NL on demand

Two languages. One *voice*.

HEADLINE

EN The practice came off the floor with the work to compound.

NL *De praktijk loopt van de vloer met werk dat moet compounden.*

POSITIONING

EN Place strategy for housing.

NL *Place strategy for housing.*

CARD COPY

BLEND *Technical terms (BTR, ESG, CSRD, GRESB, place strategy, plint, follow-through, compound) stay in English inside Dutch sentences. Do n't translate them.*

NL / *Voice* Een werkend gesprek over industrialisatie, betaalbaarheid en de rol van het Rijk.



07 / 50

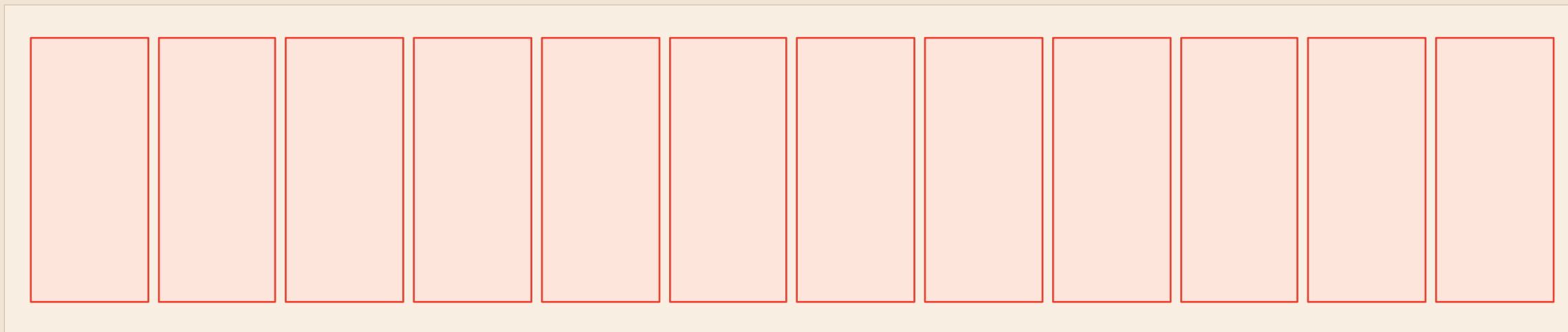
Layout.

Twelve columns. *Breathing room.* *room.*

A 12-column grid, a six-step spacing scale, and a set of repeating components that hold the system together across page types.

— *the underlying logic*

Twelve columns. Breathing *room*.



12-COL GRID · 0.08" GUTTER · 0.7" OUTER MARGIN

SPACING SCALE

07 / Layout
XS

4 px

S

8 px

M

16 px

L

24 px

XL

48 px

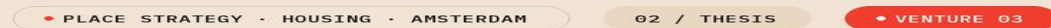
XXL

80 px

— cards, badges, dividers, ticker

Component *inventory.*

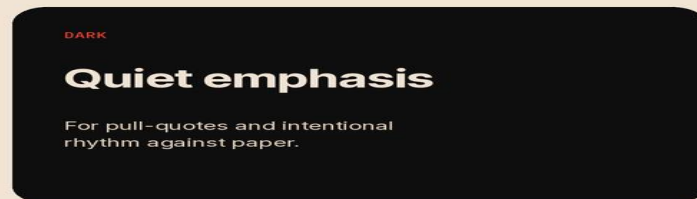
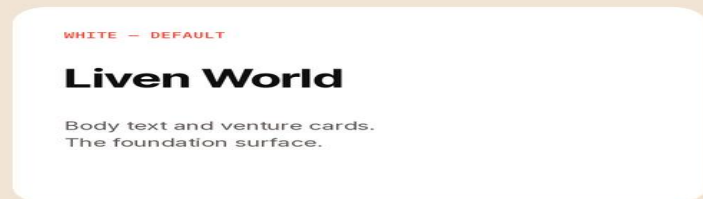
TAG PILLS



BUTTONS — PILL SHAPE



CARD VARIANTS





08 / 50

Photography. Editorial. Documentary. *Never stock.*

Portraits for the practice; documentary for the places. Warm daylight, single source, paper tones in the highlights.

— people first, places second

Editorial portraits. Documentary *places*.



TREATMENT RULES

SUBJECT

Portrait: editorial — slightly serious, one ear available to the world. Place: documentary — never empty.

LIGHT

Daylight. Soft, single source. Never ringlight, never studio strobe, never HDR. HDR.

TO NE

Warm. Paper tones in the highlights. Crop tight on the eyes if it's a portrait.

FRAMING

Subject left of centre, looking right. Negative space carries the headline on web. web.

AVOID

Stock photography. Architectural renders. Anything that smells of a brochure.



09 / 50

UI.

The repeating *parts.*

Buttons, tags, cards, ticker, footer endcap — the units the brand recombines across every surface.

— *affordances*

Touch *targets*.

Discuss a brief →

PRIMARY

See the practice →

SECONDARY

Read the essay →

GHOST · ARROW LINK

Send a brief →

DARK · ENDCAP

TAGS

● Live

01 / FOUNDATIONS

Next

● *now-dot · status sensor*

STATE *Hover lifts paper buttons one step (paper → paperHi). Active state inverts color. Disabled drops to ghost. Focus is a 1.5pt red ring at offset.*

— *venture · layer · feature*

Three card *patterns.*

VENTURE CARD · DARK

02 · DESIGN

REDE

Redesigning REDE — simpler, sharper, sharper, for developers.

REDE.DESIGN

LAYER CARD · PAPER HI

INSTRUMENT 01 · DIAGNOSTIC

XD

Pre-investment diagnostic. 4–6 weeks. Read Read before the building.

JEROEN-JANSSEN.COM/XD

FEATURE CARD · TOP RULE

WRITING

From Housing to Living Infrastructure

Published 26 May. Short piece on the bill nobody underwrites.

SUBSTACK

— navigation, ticker, footer

Repeating *units.*

NAVIGATION · TOP BAR



Jeroen Janssen

Approach

Practice

Writing

About

· **Now**

EN / NL

NOW TICKER · HOMEPAGE STRIP



Now · June 2026

Provada done — Minister at the stand, two contracts signed, follow-through under way.

What's moving →

ENDCAP · RED

If the question matches the *practice.*

Send a brief →



10 / 50

In use. The system, *shipped*.

Where the brand is already living: the website, the LinkedIn cover series, the business card, the email signature, the signature, the brand-theme deck.

— jeroen-janssen.com

The brand at *home*.



JEROEN-JANSSEN.COM

• PLACE STRATEGY • HOUSING • AMSTERDAM

Experience is not soft.
It is *causal.*

WORKING THROUGH DEVELOP Liven World · DESIGN REDE · OPERATE Tenure · SPEAK User-Centered Real Estate + Independent advisory

— one banner, four expressions

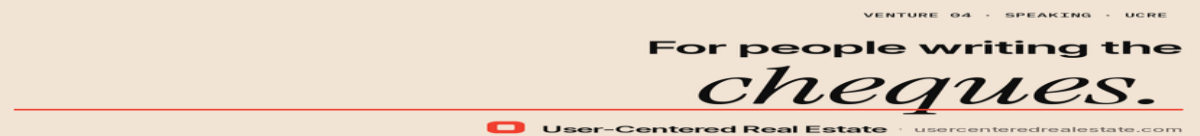
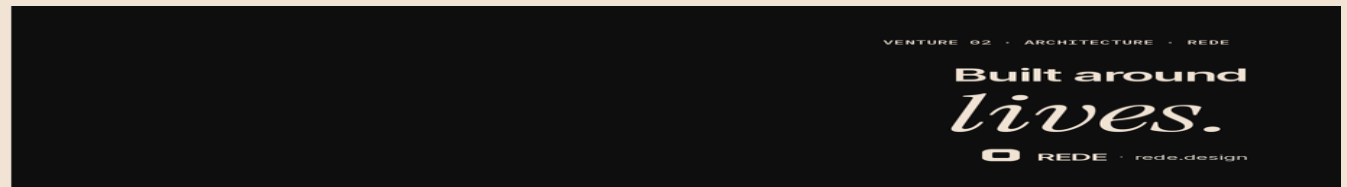
The cover *series.*

 Jeroen Janssen

 Jeroen Janssen

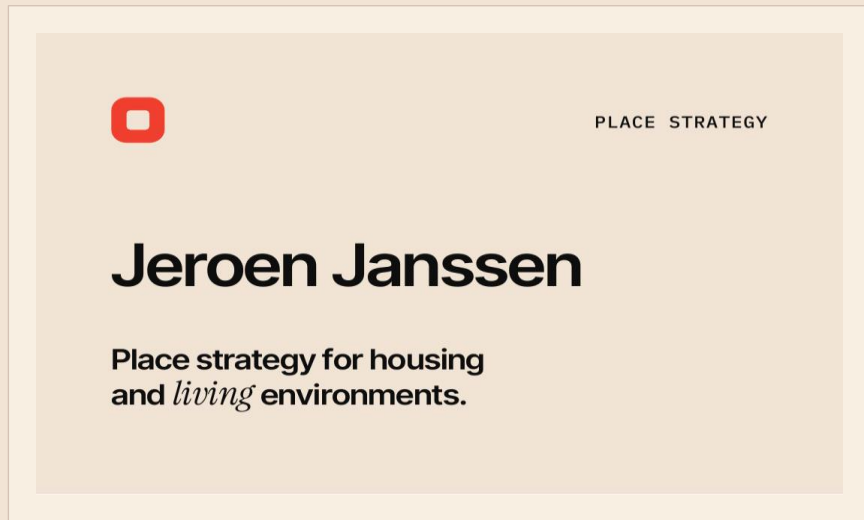
 Jeroen Janssen

 Jeroen Janssen

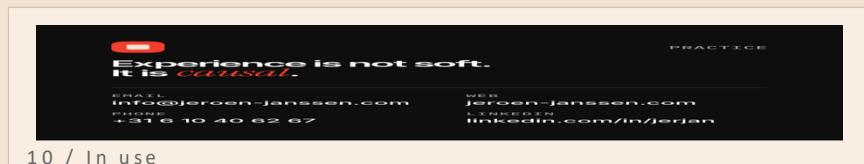


— cards, mail, footers

Where the brand *travels.*



BUSINESS CARD · FRONT (V4)



10 / In use

EMAIL SIGNATURE · PRIMARY



Jeroen Janssen

Place strategy for housing.

info@jeroen-janssen.com · jeroen-janssen.com

Liven World · REDE · Tenure · UCRE

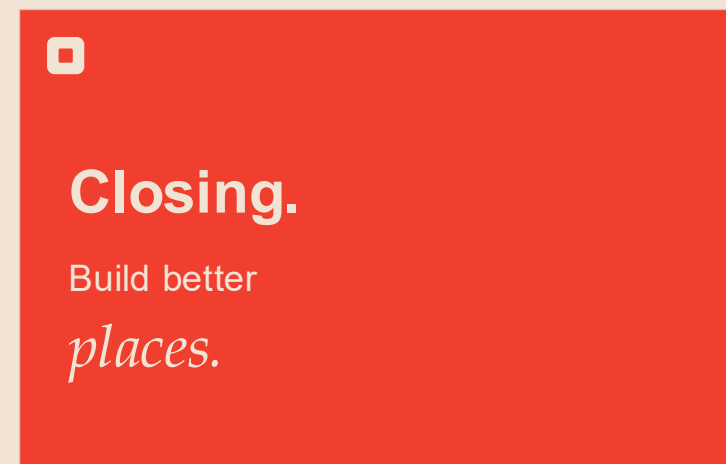
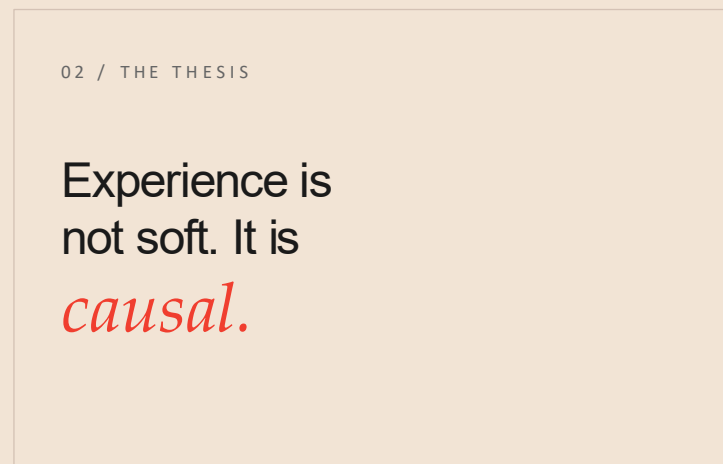
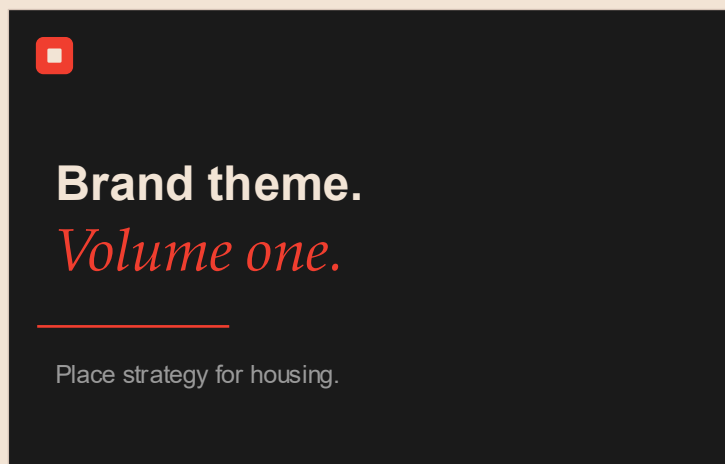
SITE FOOTER COLOPHON

Build Better

Places.

— editorial deck, v.2

The deck as *volume*.



BRAND-THEME DECK · 16 SLIDES · 16:9 · PALATINO ITALIC + INTER

See brand-theme.pdf for the full deck. The editorial language in this book is the same system, extended.

— *paste-ready*

The whole system in a single *table*.

COLOUR · PRIMARY

--paper	#F2E4D5
--red	#F03E2F
--ink	#1A1A1A

COLOUR · SUPPORT

--paper-hi	#F8EFE2
--paper-lo	#EAD7C2
--red-dk	#C72C20
--red-lt	#FDE5DC
--ink-2	#2A2A2A
--muted	#666666
--ghost	#999999
--hair	#E5D5CC

TYPE

--font-serif	Instrument Serif → Palatino → Georgia
--font-sans	Inter → Helvetica → system-ui
--font-mono	IBM Plex Mono → Menlo → monospace

SPACING

--space-xs	4 px
--space-s	8 px
--space-m	16 px
--space-l	24 px
--space-xl	48 px
--space-xxl	80 px

— one page, fridge-magnet version

How the brand *speaks*.

01 **One italic word per headline.**

1

Always a content word. Never a connector.

03 **Short verbs, short subjects.**

Active sentences. Real things doing real things.

05 **Bilingual blends, doesn't translate.**

5

BTR, ESG, place strategy, follow-through stay in English.

02 **Claims sit next to evidence.**

2

Name the person. Name the date. Name the number.

04 **Drop the marketing register.**

4

No vibrant, no thriving, no best-in-class.

06 **Write for a decade.**

6

If it expires this quarter, it doesn't belong in the brand voice.



Build better *places.*

Edition 2026.06 · Volume One

Set in Instrument Serif italic, Inter Tight, IBM Plex Mono. Designed and written in Amsterdam.

Jeroen Janssen — info@jeroen-janssen.com — jeroen-janssen.com