JupiterCo.

BRAND STRATEGY / NOVEMBER 2026

The future was supposed to be beautiful.

A design house for the technology we live with.



Technology should be seen.

The opportunity is to make everyday electronics part of the room.

Everyday technology, with a point of view. A design house for everyday electronics.



THE STRATEGIC CHOICE

Design useful electronics that people want to leave out.

More capability. Less personality.

The visual language of everyday electronics has become remarkably uniform.

01 / TENSION

Disappearing

Black screens and neutral shells are easy to ignore and easy to forget.

02 / TENSION

Indirect

Simple tasks can take an app, a screen, or several taps.

03 / TENSION

Interchangeable

Too many devices look and feel like versions of the same product.

JUPITER'S CHOICE / VISIBLE FORM · DIRECT CONTROL · DISTINCT CHARACTER

Make the interface an object of desire.

Good technology deserves a visible place in the home.



Put the objects back in the room.

Shape, material and controls are part of the experience. They shouldn't be hidden.

Start with how people live.

Two motivations shape what people choose to live with.

PRIMARY / MINDSET

The design-conscious curator

Plans rooms carefully. Buys fewer, better objects. Won't put an ugly device on a good shelf.

ADJACENT / MINDSET

The hands-on modernist

Likes modern convenience. Would still rather turn a dial than unlock a phone for a basic task.

SHARED EXPECTATION / USEFUL WITHOUT LOOKING OR FEELING GENERIC

The basics work. The details matter.

Three reasons someone might choose Jupiter over an ordinary device.

01 / FUNCTIONAL

Skip the extra steps.

Let me adjust light or sound with a single gesture.

02 / EMOTIONAL

Make the routine feel good.

Make a dial worth turning.

03 / IDENTITY

Give it a place in my home.

I shouldn't have to hide the things I use every day.

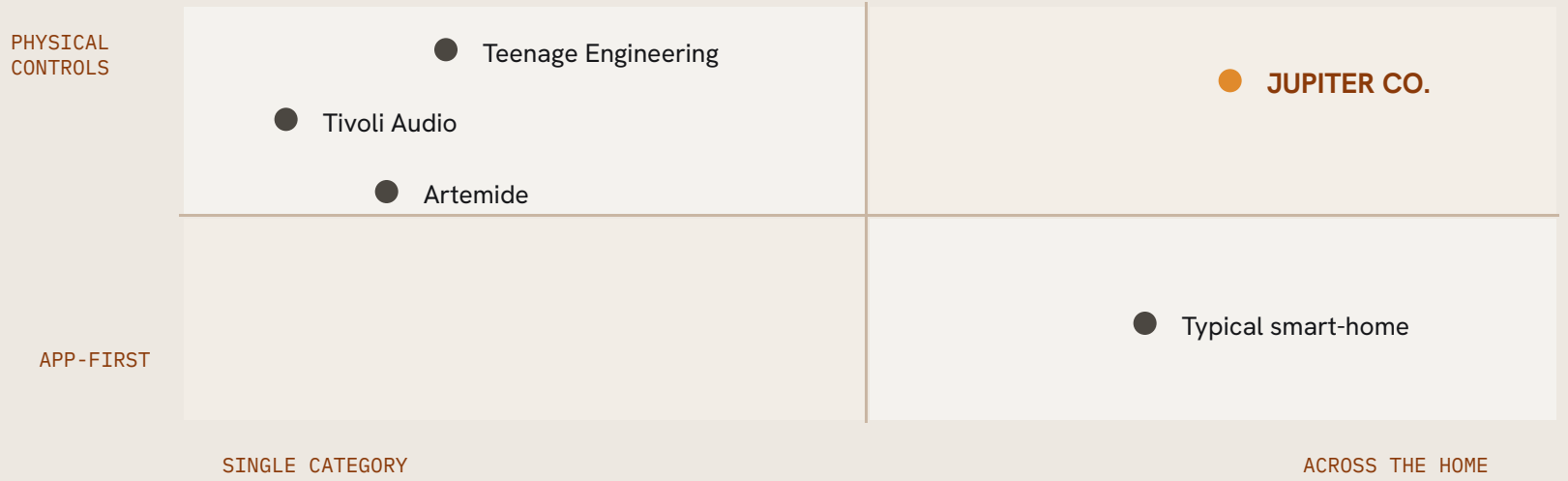
Different brands solve different design problems.

These references help establish the design and interaction territory.

REFERENCE	FORM	INTERACTION	CATEGORY
Teenage Engineering	Graphic, expressive	Hands-on controls	Music / audio
Tivoli Audio	Warm, familiar	Physical dials	Audio
Artemide	Sculptural light	Varies by fixture	Lighting
Jupiter Co. / intent	Space Age, restrained	Direct controls first	Light / sound / time / power

One design language for the whole home.

Audio and lighting specialists focus on one category. Smart-home systems span categories through apps. Jupiter brings physical controls to light, sound, time and power.



JUPITER'S CHOICE / THE OPEN QUADRANT

A design house, not a device ecosystem.

The decision that sets the limits of the brand.

For people who want technology to belong in their homes, Jupiter Co. creates everyday electronic objects worth displaying through expressive form, tactile simplicity and useful restraint.

OUR CHOICE

Each object works independently

THE TRADEOFF

Presence + controls over invisible tech

One belief. Three rules for making it real.

If a choice doesn't serve these rules, it doesn't belong.

BRAND BELIEF

Technology should have a considered physical presence.

BRAND PROMISE

Useful enough to keep. Beautiful enough to show.

01

IN PLAIN SIGHT

Make something worth putting on the shelf.

02

SHOW YOUR WORK

Let the object explain what it's doing.

03

HANDS FIRST

Give routine actions a real control.

Optimism with a practical streak.

Observant, specific and quietly playful.

OPTIMISTIC

Curious about what could be better

CONFIDENT

Let the object make the case

PLAYFUL

Dry humor, used sparingly

PRECISE

Name the material, control or benefit

WRITE / “A real dial. No app required.”
AVOID / “The ultimate smart-home revolution.”

Space Age optimism, brought into the present.

Every visual choice has a job.

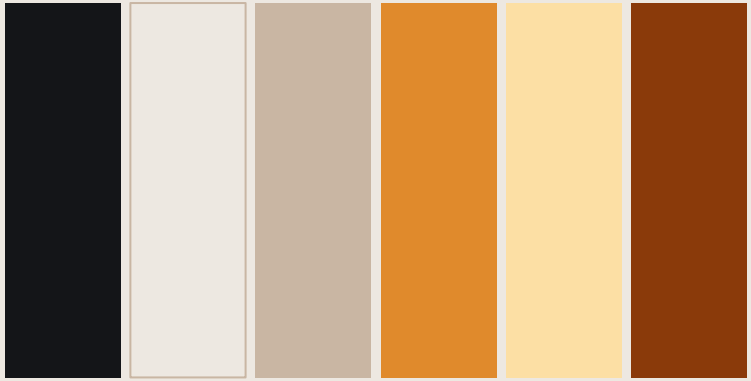
EDITORIAL VOICE

Objects worth living with.

DESIGNED TO BE SEEN

01 / THE COLLECTION · EST. TOMORROW

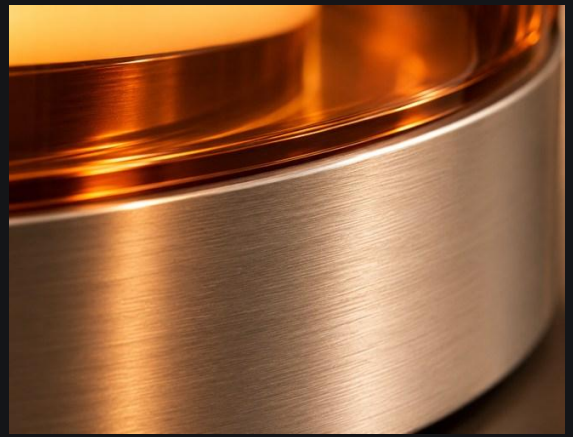
Hanken Grotesk / headlines & body
Michroma / uppercase subheaders · 400
IBM Plex Mono / technical labels



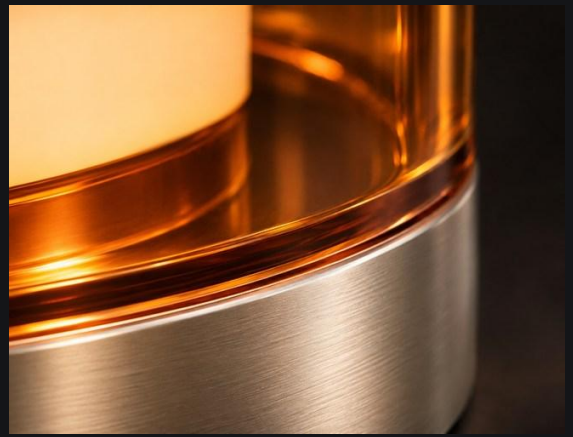
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Materials deserve a closer look.

Realistic metal, acrylic and controls. Warm rooms. Light that behaves like light.



01 / ALUMINUM



02 / ACRYLIC



03 / CONTROL

Four objects. One design vocabulary.

A lamp, speaker, charger and clock. Each works on its own.



FLARE — AMBIENT LIGHT

SIGNAL — SPEAKER / RADIO

DOCK — CHARGING STATION

COUNT — FLIP CLOCK

The family resemblance is deliberate.

Shared materials and controls give each object a family resemblance.

SHARED DESIGN CODE

Warm metal · amber light
Physical controls

DIFFERENT JOBS

FLARE / LIGHT
COUNT / TIME
SIGNAL / SOUND
DOCK / POWER

01 RECOGNIZABLE

Repeat the materials and control logic. Let the silhouettes differ.

02 USEFUL

Light, time, sound and charging are useful on their own.

03 BELIEVABLE

No invented ports, capabilities or production claims.

It should still look like Jupiter off-screen.

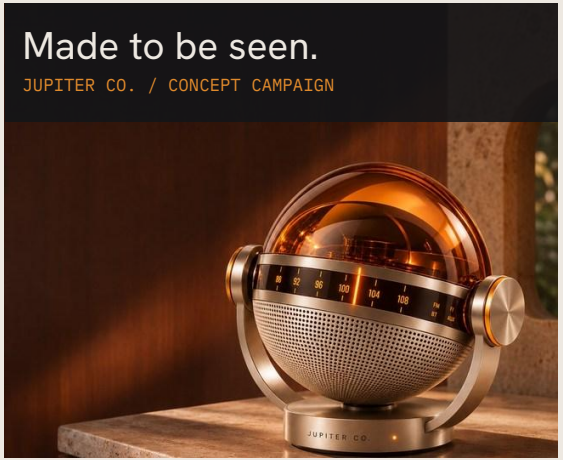
The box, the manual and the photograph should feel made by the same people.



01 / PACKAGING CONCEPT



02 / PRINTED MATERIAL



03 / CAMPAIGN EXPRESSION

Know where to stop.

A few rules to keep a strong idea from turning into a costume.

NO GIMMICKS

Use Space Age references with purpose and restraint.

NO INVENTED CAPABILITIES

If it hasn't been engineered, don't claim that it works.

NO INVISIBLE COMPLEXITY

If a routine action needs an app, question the design.

NO FRAGMENTED LANGUAGE

One brand vocabulary, with room for different shapes.

What we built and what remains to be tested.

A self-initiated study in brand strategy and creative direction.

DELIVERED

The work

Brand position, visual identity, four product concepts, art direction, guidelines and website.

NOT TESTED

The open questions

Customer demand, pricing, manufacturing feasibility and commercial results.

References.

Design references informed the work; no primary customer research was conducted.

01 Jupiter Co. / Concept website: jupiter-co.vercel.app

02 Teenage Engineering / Design electronics and audio: teenage.engineering

03 Tivoli Audio / Product and design language: tivoliaudio.com

04 Artemide / Design lighting reference: artemide.net

05 Audience/category claims are hypotheses; product imagery and applications are concepts.

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