JupiterCo.

BRAND IDENTITY / DESIGN STANDARDS

The future was supposed to be beautiful.

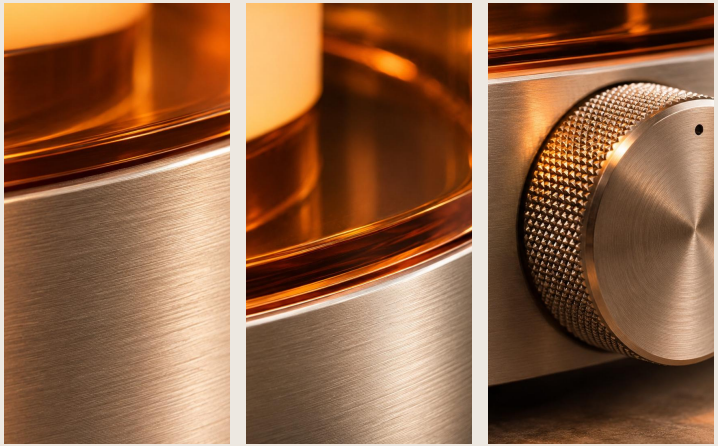
Visual identity, product imagery and execution standards.

VERSION 1.6 / NOVEMBER 2026



A future worth looking at.

Inspired by Space Age optimism: expressive silhouettes, tactile material choices and deliberate restraint. Materials and finishes shown are proposed design specifications.



01 / ALUMINUM 02 / ACRYLIC 03 / CONTROL

Not nostalgia for its own sake. Every touchpoint should make the object understandable, useful and worthy of display.

PRIMARY SIGNATURE

The mark is the constant.



CLEAR SPACE / X = 25% OF LOCKUP HEIGHT

Keep at least X of unobstructed space on every side. Suggested minimum: 180 px wide (digital) / 35 mm (print); validate legibility at final output. Never redraw or stretch the master artwork.

LOGO LIBRARY

One identity. Three expressions.



FULL LOCKUP / REVERSED

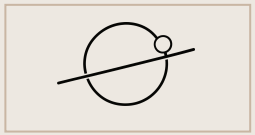


FULL LOCKUP / POSITIVE



WORDMARK-ONLY

For constrained horizontal spaces.

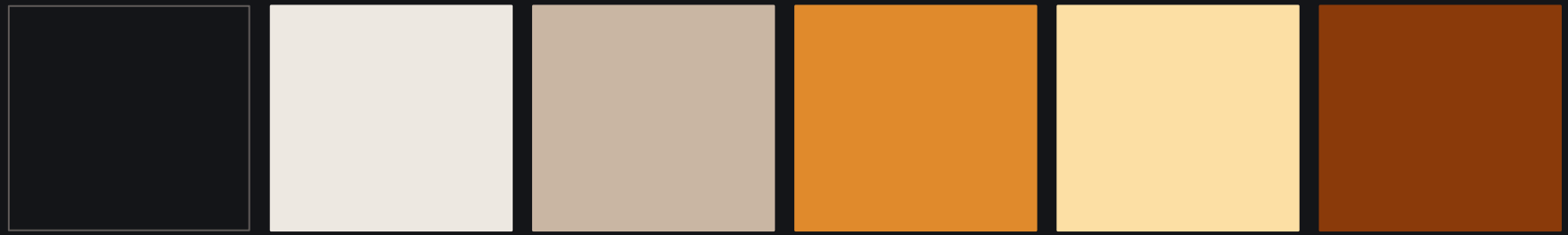


SYMBOL-ONLY

Use only with clear brand context.

COLOR SYSTEM

An atmosphere, not decoration.



DEEP SPACE	LUNAR	CHAMPAGNE	AMBER	FILAMENT	COPPER
PRIMARY DARK	PRIMARY LIGHT	MATERIAL WARMTH	ACCENT	ILLUMINATION	LIGHT-FIELD ACCENT

TEXT PAIRINGS / LUNAR ON DEEP SPACE • DEEP SPACE ON LUNAR • COPPER ON LUNAR / VERIFY SMALL ACCENTS

COLOR IN CONTEXT

Dark space. Warm light.

LIGHT,
WITH INTENT.

FLARE / AMBIENT LIGHT



01 / THE COLLECTION

Four objects.
Nothing to hide.

01 DEEP SPACE + LUNAR / PRIMARY | 02 AMBER + COPPER / EMPHASIS | 03 FILAMENT / LIGHT ONLY

THE TYPOGRAPHIC SYSTEM

Objects worth living with.

HANKEN GROTESK / HEADLINES + BODY COPY

SIGNAL

MICHROMA / SUBHEADERS ONLY · UPPERCASE · REGULAR 400

04 / THE OBSERVATORY — EST. TOMORROW

IBM PLEX MONO / INDEXES + SPECS + NAVIGATION

TYPE RULE: Hanken headlines and body. Michroma subheaders only (400, uppercase). IBM Plex Mono navigation, indexes and specs. Wordmark = artwork.

TYPE HIERARCHY / APPLIED

03 / THE DETAILS

Made to
be seen.

TACTILE BY DESIGN.

Brushed aluminum. Amber acrylic. Controls with a reason to exist.

01 / INDEX

IBM Plex Mono

02 / HEADLINE

Hanken Grotesk 300–400

03 / BODY

Hanken Grotesk 400

04 / SUBHEADER

TACTILE BY DESIGN

UPPERCASE / REGULAR 400
Use sparingly for secondary headings.

EDITORIAL GRID

Precision with room to breathe.



12-COLUMN GRID / OVERLAY

Define consistent gutters.
Protect negative space.
Align before decorating.

WEB: 12 COLUMNS / MAX 1360 PX. GUTTERS: 20–56 PX FLUID. BREAK THE GRID ONLY TO GIVE THE PRODUCT VISUAL PRIORITY.

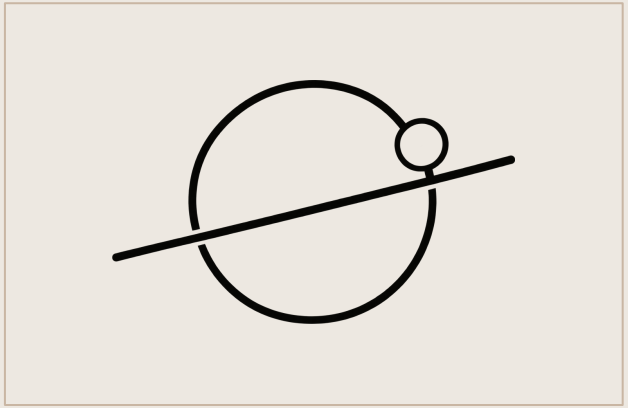
GRAPHIC LANGUAGE

Structure with a pulse.

01 / OBJECTS

Explore the collection

02 / THE DETAILS



SYMBOL / APPROVED ARTWORK

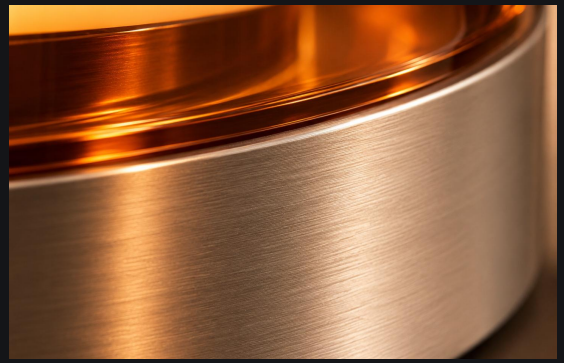
ART DIRECTION

Objects with somewhere to live.



01 / ARCHITECTURAL

Architectural setting / leave copy-safe negative space



02 / MATERIAL

Macro detail / accurate metal grain and light behavior



03 / COLLECTION

Collection view / consistent scale and camera angle

PRODUCTION / Keep true geometry, controls and marks. Formats: 16:9 hero · 4:3 detail · 4:5 product. All visuals are concepts.

THE COLLECTION

Four objects. Nothing to hide.



FLARE	SIGNAL	DOCK	COUNT
AMBIENT LIGHT	SPEAKER / RADIO	CHARGING STATION	FLIP CLOCK

Quietly provocative.

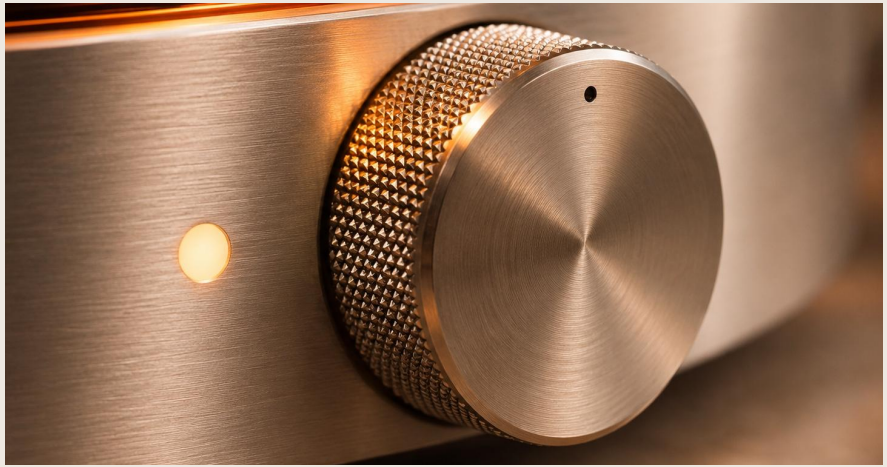
"Technology should be seen."

OPTIMISTIC	CONFIDENT	PLAYFUL	PRECISE
NEVER NAIVE	NEVER BOASTFUL	NEVER GIMMICKY	NEVER CLINICAL

SAY: "A dial. A glow. A reason to stay out." / NOT: "The most revolutionary smart technology ever."

INTERACTION

Hands first. State visible.



01 / TOUCH

Physical control / tactile adjustment with resistance.

02 / FEEDBACK

Visible state / warm light communicates status.

03 / INTENT

Function first / every control has a purpose.

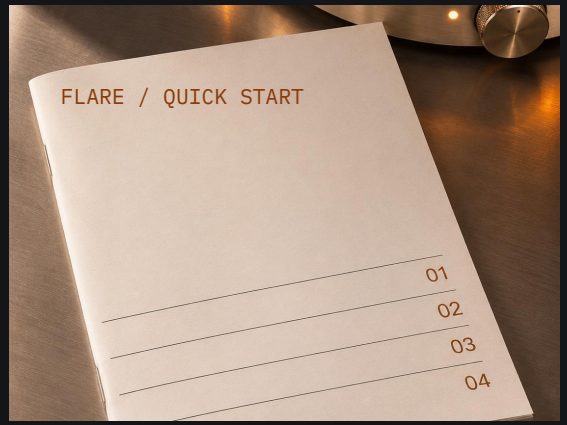
CONCEPT BEHAVIOR ONLY / MOTION MUST CLARIFY STATE AND RESPECT REDUCED-MOTION SETTINGS.

APPLICATIONS

The system beyond the screen.



01 / PACKAGING CONCEPT



02 / PRINTED MANUAL CONCEPT



03 / CAMPAIGN CONCEPT

All applications shown are concept executions. For production, replace any rendered lettering with the supplied master logo, and typeset approved copy directly.

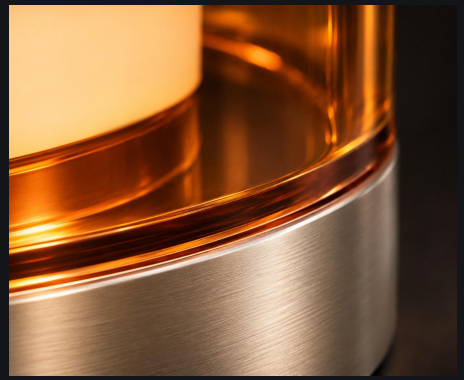
GUARDRAILS

Protect the signal.





Beautiful objects.
Legible interactions.
Nothing to hide.



JupiterCo.

TYPE	Hanken / headline + body Michroma / ALL-CAPS subheader IBM Plex Mono / technical
IMAGE	Architectural / macro / studio Preserve true geometry

COLOR	#141518 #EDE8E1 #E08A2C #C9B6A3 #FCDFA4 #8A3A0A
VOICE	Optimistic, direct, precise Never claim unverified features

GOVERNANCE

Consistency is a design decision.

01	MASTER ASSETS	Approved vector artwork, exported variants and verified product masters.
02	SOURCE OF TRUTH	Maintain one controlled master kit for approved logos, type, imagery and current guidelines.
03	APPROVALS	Review alterations to marks, hardware, copy claims and new variants.
04	VERSION CONTROL	Record approvals, effective date and changes in the master deck.

BRAND GUIDELINES / VERSION 1.6 / NOVEMBER 2026

LOGO ASSET LIBRARY

Use the original. Every time.



FULL LOCKUP / REVERSED



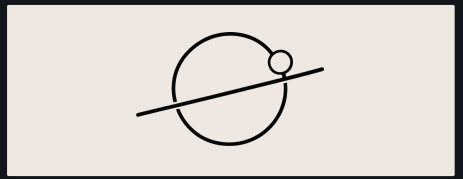
FULL LOCKUP / POSITIVE



WORDMARK / POSITIVE



WORDMARK / REVERSED



PLANETARY SYMBOL

PROPOSED FILE LABELS / lockup-positive · lockup-reversed · wordmark-positive · wordmark-reversed · symbol

JupiterCo.

The future was supposed to be beautiful.

Objects worth living with.

