

# Jetzero

RESHAPE AVIATION

For our  
**partners & vendors.**

VERSION 1.0  
ISSUED MAY 2026  
OWNER BRAND@JETZERO.AERO

ABOUT JETZERO

# A blended wing body, built to reshape aviation.

JetZero is an aerospace company developing the blended wing body (BWB) commercial aircraft — a radically new airframe designed to cut fuel burn and emissions by up to 50% versus conventional tube-and-wing jets, at the same passenger capacity.

WHAT THIS DOCUMENT IS

A condensed reference for outside partners producing JetZero-branded material — covering brand voice, logo usage, the color system and its ratios, and the type scale. It supersedes any earlier sheet you may have received.

For anything not covered here — photography direction, motion, components, or data viz — request the full Brandbook 2026 from [brand@jetzero.aero](mailto:brand@jetzero.aero).

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AT A GLANCE

FOUNDED

2020  
Long Beach, California

AIRCRAFT

Blended Wing Body  
Single-aisle commercial class

PROMISE

Up to 50% lower fuel burn  
50% fewer emissions, same capacity

TAGLINE

Reshape aviation.  
Use as a closing line, never a UI label.

WEBSITE

[jetzero.aero](https://jetzero.aero)

## HOW JETZERO SOUNDS

# Confident. Engineering-forward. Never hype.

Claims are technical and concrete, not aspirational. Every term earns its place. We describe the aircraft in measurable outcomes — fuel burn, emissions, range, payload — and we leave the exclamation points behind.

## Voice

Confident, engineering-forward, forward-looking. Technical, concrete, never aspirational. No jargon for its own sake.

## Casing

Eye brows: ALL CAPS, tracked, in Fire orange. Headlines and body: sentence case. Never uppercase paragraphs.

## Wordmark in copy

Never place the wordmark in a line of text or color any part of the name. Always camel case the name “JetZero” in text.

## SOUNDS LIKE JETZERO

- + Reshape aviation.
- + The future takes shape.
- + Up to 50% lower fuel burn. 50% fewer emissions. Same passenger capacity.
- + The BWB airframe achieves a 50% improvement in lift-to-drag ratio.

## Person

“We” for the company. “You” only when directly addressing visitors on marketing surfaces. Technical copy leans third-person.

## Alignment

Left-aligned only. Never justified. Centered text is reserved for hero compositions and short labels.

## Emoji

Not part of the brand. Use icons in product surfaces; use technical glyphs (→ · × ° ±) inside running text where they earn it.

## DOESN'T SOUND LIKE JETZERO

- × Get ready to fly into the future! ✈️
- × REVOLUTIONARY NEW AIRCRAFT
- × A game-changing leap forward for the industry.
- × You won't believe what we built next.

## THE WORDMARK

# Three official wordmarks. Nothing else, ever.

The lowercase wordmark is the entire identity — there is no separate symbol or monogram. Always use the SVGs supplied below. Do not recreate, rebuild, or set the name in another typeface.

The wordmark 'Jetzero' is displayed in a sans-serif typeface. 'Jet' is orange and 'zero' is dark navy blue. The background is a light gray.**Fire on Light**[JZ-wordmk-fire-night.svg](#)

Default mark on Haze, White, or any light surface. Use for documents, light-mode UI, and most print.

The wordmark 'Jetzero' is displayed in a sans-serif typeface. 'Jet' is orange and 'zero' is white. The background is dark navy blue.**Fire on Dark**[JZ-wordmk-fire-white.svg](#)

Default mark on Night or Dusk. Use for hero compositions, dark-mode UI, signage on dark fields.

The wordmark 'Jetzero' is displayed in a sans-serif typeface. 'Jet' is white and 'zero' is dark navy blue. The background is a medium gray.**Monochrome (Reverse)**[JZ-wordmk-white-night.svg](#)

Single-color use only — over photography, foil/etch on dark, embroidery, or any production constraint where Fire orange is unavailable.

## PROTECTING THE MARK

# Give the wordmark room. Don't alter it.

The wordmark needs negative space around it equal to the height of the **j**. No other graphic element — type, image edge, rule, badge — may enter that zone.



## Clearspace

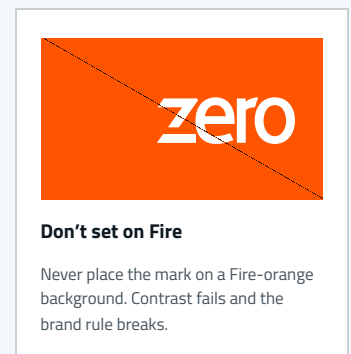
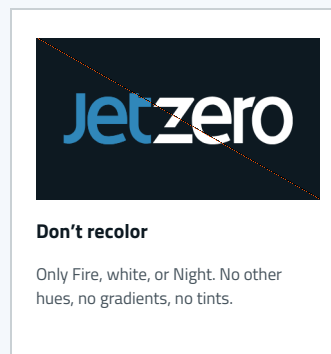
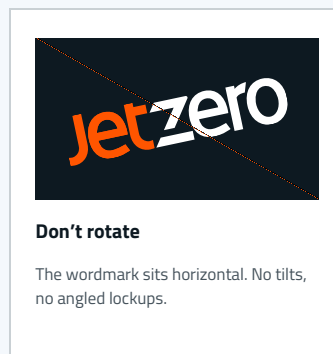
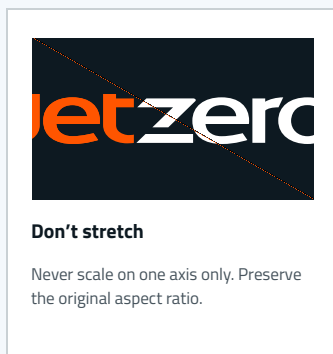
The padding on all four sides equals one cap-height of the lowercase **j**. Use the same multiple whether the mark is 24px tall in a UI or 2 metres tall on signage.

## Minimum sizes

SCREEN	PRINT
24 px tall	12 mm tall

Below these sizes the lowercase apertures collapse and the mark loses its identity. If a placement can't honor the minimum, omit the logo rather than shrink it.

## DON'T DO THIS










## CORE PALETTE

# One accent. Five neutrals.

## Two poles.

The palette is engineered like a cockpit — dark-dominant, monochrome grey-blue, with a single accent of Fire orange used surgically. Use the exact values below; do not eyeball a near-match.

	<b>Fire</b> --jz-fire	HEX #FF5500 CMYK 0 · 75 · 100 · 0 PMS Orange 016 C	Accent only. ≤ 5% of any composition. Eyebrows, active states, the <b>jet</b> of the wordmark.
	<b>Night</b> --jz-night	HEX #0D1921 CMYK 90 · 75 · 60 · 80 PMS 7547 C	Default dark background. The deepest tone in the system.
	<b>Dusk</b> --jz-dusk	HEX #46535C CMYK 65 · 50 · 40 · 30 PMS 6224 C	Dark mid-tone. Borders, raised surfaces on Night, secondary text on light.
	<b>Rain</b> --jz-rain	HEX #778C99 CMYK 50 · 30 · 25 · 5 PMS 3526 C	Medium grey-blue. Secondary text on dark, tertiary text on light.
	<b>Fog</b> --jz-fog	HEX #C9D0D4 CMYK 20 · 12 · 12 · 0 PMS 538 C	Light grey. Fine borders, dividers, chart gridlines.
	<b>Haze</b> --jz-haze	HEX #F4F8FC CMYK 5 · 2 · 0 · 0 PMS 656 C	Light-mode surface. Tinted near-white — preferred over pure white for large fields.
	<b>White</b> --jz-white	HEX #FFFFFF CMYK 0 · 0 · 0 · 0 PMS —	The other pole. Use for paper white and the body text color on Night.

## PANTONE MATCHING

Pantone references are matched to the Coated (C) library. For uncoated stock, use the Pantone-supplied U equivalent — do not re-derive CMYK by eye.

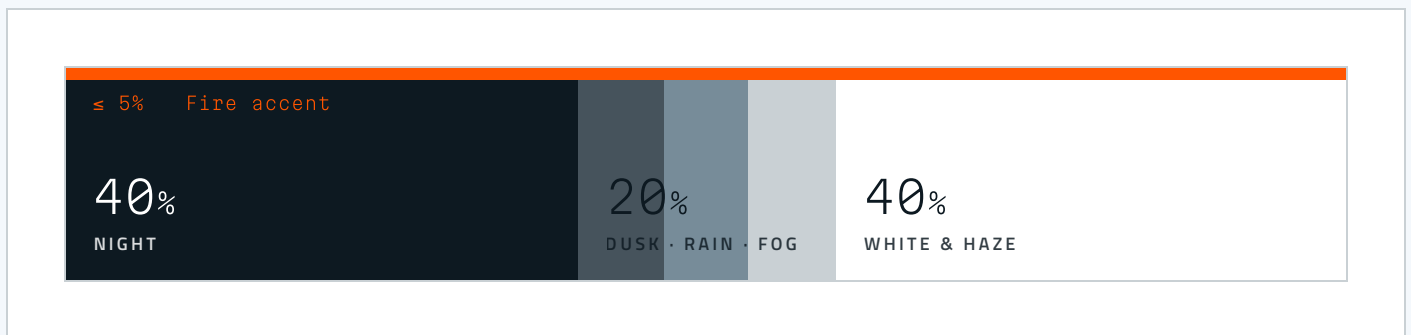
## TERTIARY PALETTE &amp; DATA VIZ

A six-hue tertiary set (Sun, Rose, Iris, Sky, Mint, Lime) exists for categorical data and illustration accents. It is not used on brand surfaces; request the full Brandbook for ramps and rules.

## THE 40 · 20 · 40 RULE

# Calm fields. One spark.

Every composition lands on a 40 / 20 / 40 split — Night at 40%, greyscale at 20%, white at 40%. Fire orange never exceeds 5% of the surface. This is the single most important brand rule.



## 40% Night

### Dark dominant

The base of nearly every JetZero composition is Night. Backgrounds, hero fields, footers, signage panels. Use it as the floor of the layout, not a frame around it.

## 20% Greyscale

### Dusk · Rain · Fog

The midtones connect dark to light. Use them for rules, secondary text, raised surfaces, and the gradient between hero and body content. Never for paragraphs on Night.

## ≤ 5% Fire

### Surgical accent

Eyebrows, active indicators, the **jet** of the wordmark, single hotspots in data. Never as a background for large areas. Never under the logo.

## RULES AT A GLANCE

- + Compose on Night first; introduce White only where it earns the contrast.
- + Greys are the connective tissue: rules, secondary text, raised cards on Night.
- × Don't use Fire for body copy, large fields, or button labels longer than two words.
- × Don't add gradients, glass, or textures to dark fields. Flat is the brand.
- + Reserve Fire for one moment per surface — the eye should land on it instantly.
- + Always pair backgrounds with their defined text color (see the "on" tokens in CSS).
- × Don't set the wordmark on Fire or any non-neutral background.
- × Don't justify or center paragraphs. Left-aligned only.

TWO FAMILIES

# Titillium for everything. Martian for data.

Titillium Web is the workhorse — a humanist sans with a slight technical flavor that reads as engineering-credible. Martian Mono appears only on data, serials, and technical annotations. Never mix them on the same line.

PRIMARY

## Titillium Web

All headlines, subheads, body, labels, eyebrows. Body is Regular; large subheads use Light as a deliberate counterweight to bold body-sized text.

EXTRALIGHT 200 · LIGHT 300 · REGULAR 400 · SEMIBOLD 600 · BOLD 700

SECONDARY · MONO

## Martian Mono

Data only. Serial numbers, unit readouts, hex values, technical annotations. Right-aligned in tables. At 24px+ use Thin (100). Never for running prose.

THIN 100 · LIGHT 300 · REGULAR 400 · BOLD 700

TYPE SCALE

H1	Reshape aviation.	36 / 38 px	Bold 700
SUBHEAD	The future takes shape.	28 / 32 px	Light 300
H2	Blended wing body	24 / 28 px	Bold 700
H3	Up to 50% lower fuel burn	20 / 26 px	Bold 700
BODY	The BWB airframe achieves a 50% improvement.	18 / 26 px	Regular 400
EYEBROW	RESHAPE AVIATION	10 px · 0.18em	Semibold 600
MONO · DATA	JZ-001 · MACH 0.78 · 250 PAX	13 px	ExtraLight 200

ALIGNMENT

Left-aligned only. Centering is reserved for hero compositions and short labels.

MIXING FAMILIES

Never set Titillium and Martian on the same line. If a value needs mono, give it its own line, chip, or cell.

MONO SIZING

Martian renders ~15% larger than Titillium. In mixed contexts, drop mono one step smaller to match cap-height.

EYEBROWS

All-caps eyebrows are always 10–11 px, tracked 0.18 em, in Fire orange. One eyebrow per section.

NUMERICS

Numeric content in tables uses Martian Mono, right-aligned. Prose figures stay in Titillium.

FALLBACKS

Web stack: **-apple-system, Segoe UI, sans-serif**. Mono falls back to **ui-monospace**.