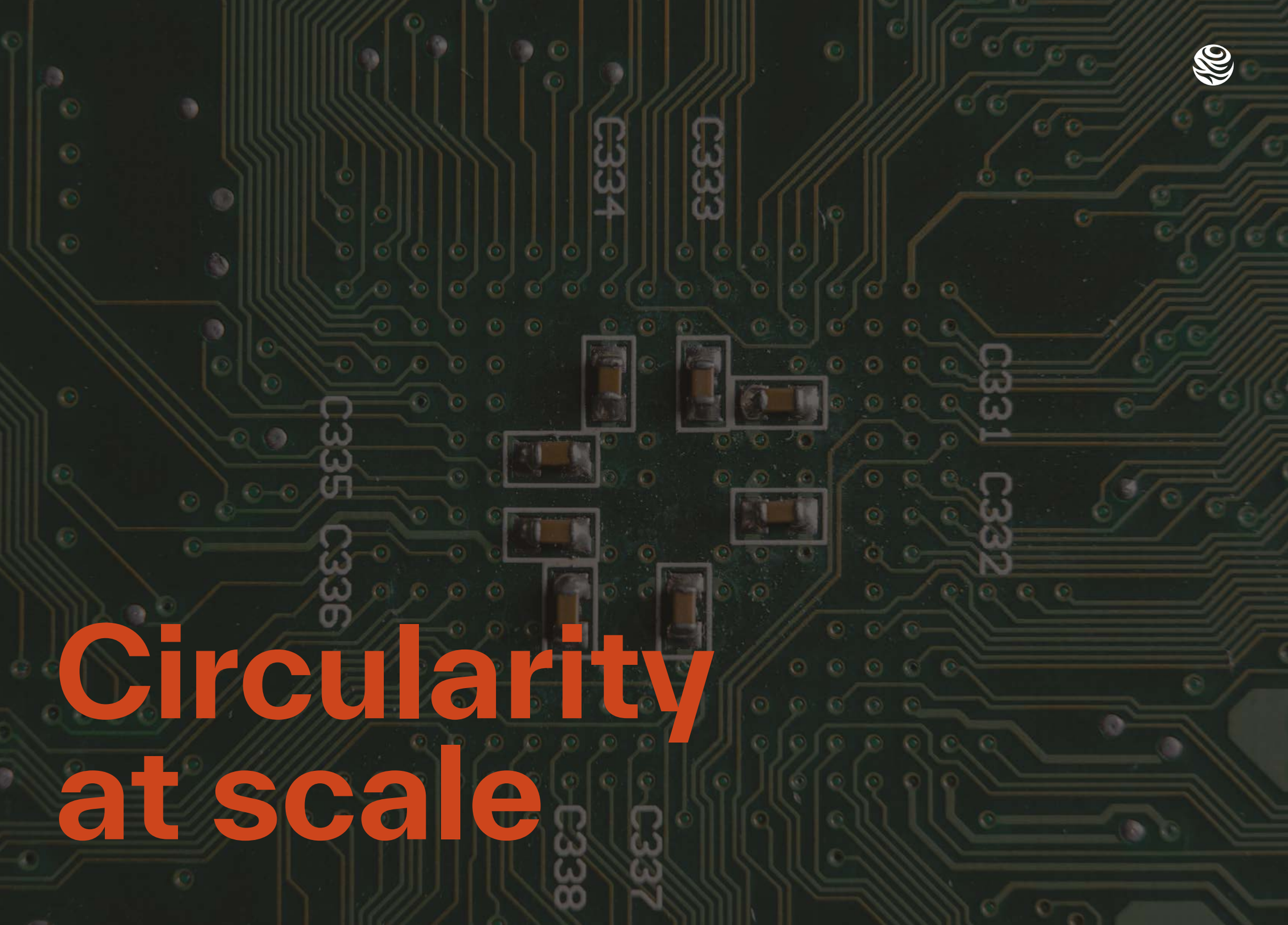
Jupiter

Brand Guidelines



Circularity at scale

01

Logo

Jupiter 

Primary Logo

The primary logo uses a stylized version of the planet Jupiter, homing in on the swirling visuals and distinctive eye of the planet. The swirls represent flexibility and nimbleness, while the perfect circle of the icon provides structure. The circular icon nods to the circular economy and closing everything inside the loop. The eye was purposefully placed in the top right quadrant of the icon to incite a positive, “up-and-to-the-right” mentality.

The primary logo is the anchor to Jupiter’s entire visual identity. It should be the main logo used to represent the company. All other variations are built around it.

Logo variations

The logo variations are meant to extend the logo to fit many different applications. There are horizontal and vertical options, an icon option, and a tagline option. Use your discretion when choosing a logo to use for your application.

The icon is to be used second to the primary logo. The icon should be utilized for small spaces where the wordmark is not legible. The icon can be used in, but is not limited to, social media avatars, apparel items, and background texture.

HORIZONTAL
(PRIMARY LOGO)



VERTICAL



HORIZONTAL W/ TAGLINE



VERTICAL W/ TAGLINE



ICON



Sizing

The logo variations are meant to allow the logo to show up in various sizes, from billboards to phones.

The primary logo should not be any smaller than 100 pixels or 1.3 inches wide to retain legibility.

The horizontal with tagline logo should not be any smaller than 150 pixels or 2 inches wide to retain legibility of the tagline. The vertical with tagline logo should not be any smaller than 85 pixels or 1.2 inches wide to retain legibility of the tagline.



100 PX



150 PX



85 PX



Color variations

The logo can show up in various colors. The full-color logo is a black wordmark with Copper icon. However, this color combination may not work for all applications. The inverse logo can be shown on dark backgrounds using a white wordmark and Copper icon, or fully white wordmark. The wordmark should only be white or black, and the icon should only be white or copper.









Logo spacing

There needs to be some space around the logo to ensure it has enough room for legibility. Follow the guidelines below to ensure the logo has enough room.



Logo Usage



The logo may not be any other color than the specified full color, inverse, black or white. See page 10 of this report for additional context on color.



The logo may not be stretched or squished disproportionally to its original constraints.



The logo may not be slanted or rotated at all.



The relationship between logo elements may not be switched or modified at all.





02

Typography

Headers + Subheaders

TWK Everett is our primary typeface for headers and subheaders. It’s a font that stands out just enough to make you do a double take – making it unique and recognizable as Jupiter jumps into a large pond of competitors and expands its reach. Wide counters, sharp edges and varying thicks and thins make it approachable and technical, leaving a mark on customers and competition.

TWK Everett Bold and Regular

AaBbCc
12345

AaBbCc
12345



Body Copy + Accents

Using variations of the IBM Sans Family for our body copy, buttons and accents, we're rounding out the typography with a flexible font that nicely contrasts Everett with softer curves and uniformity in line width and usage.

IBM Plex Sans

AaBbCc
12345

Thin
Thin Italic
Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

Font Usage

EYEBROW – IBM PLEX SANS REGULAR	WHO WE ARE
Header 1 – TWK Everett Bold	**Complete recycling solutions for all of your needs.**
Header 2 – TWK Everett Regular	Jupiter is a circular economy platform for our customers and the assets that power them.
Header 3 – IBM Plex Sans Bold	**Proprietary Technology**
Body – IBM Plex Sans Family	By merging with Korea Zinc's US recycling operations, by leveraging KZ's US smelter, and by building value-added products using reclaimed materials, Jupiter will offer the only vertically integrated, circular economy platform for e-waste in the U.S.
BUTTON – IBM PLEX SANS REGULAR	LEARN MORE

03

Color

Color Palette

The color palette is one of the most important ways audiences will distinguish Jupiter from competitors and customers. Primary colors should be used about 60-80% of the time, while secondary colors should be used about 20-40% of the time as needed or to provide a bit of variety in color. Tertiary colors should only be used as accents or in charts. Gray and Light Silver may also be used as background colors.

The chart to the right is a visual representation of how much the colors should be used. The larger the square, the more the color is used.

Silver should always be shown as a gradient from white to silver in order to communicate a metallic feel.



PRIMARY
Copper

RGB 204 / 69 / 29
CMYK 14 / 86 / 100 / 3
HEX #CD451C
PMS

PRIMARY
Brown

RGB 154 / 48 / 19
CMYK 26 / 91 / 100 / 23
HEX #9A3013
PMS

SECONDARY
Pixel

RGB 0 / 92 / 255
CMYK 82 / 65 / 0 / 0
HEX #005CFF
PMS

SECONDARY
Night

RGB 29 / 32 / 76
CMYK 99 / 95 / 39 / 39
HEX #1D204C
PMS

SECONDARY
Gold

RGB 219 / 169 / 58
CMYK 15 / 33 / 91 / 0
HEX #DBA93A
PMS

SECONDARY
Silver

RGB 153 / 155 / 155
CMYK 43 / 34 / 35 / 1
HEX #999B9B / #FFF
PMS

TERTIARY
Sky

RGB 3 / 231 / 255
CMYK 55 / 0 / 7 / 0
HEX #03E7FF
PMS

TERTIARY
Swirl

RGB 101 / 95 / 143
CMYK 69 / 67 / 20 / 3
HEX #655F8F
PMS

TERTIARY
Gray

RGB 33 / 30 / 27
CMYK 69 / 66 / 68 / 76
HEX #211E1B
PMS

TERTIARY
Light Silver

RGB 242 / 242 / 242
CMYK 2 / 2 / 2 / 0
HEX #F2F2F2
PMS

Approved Gradients

Copper > Brown



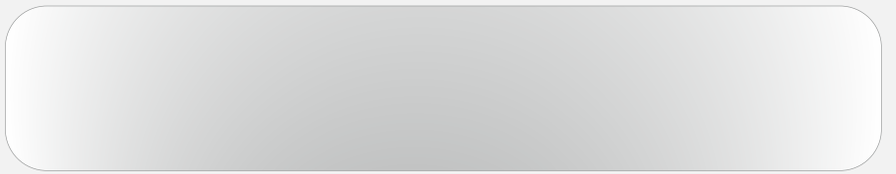
Swirl > Night



Gold > Copper > Brown



Silver > White



Gold > Brown



Sky > Night



Pixel > Night



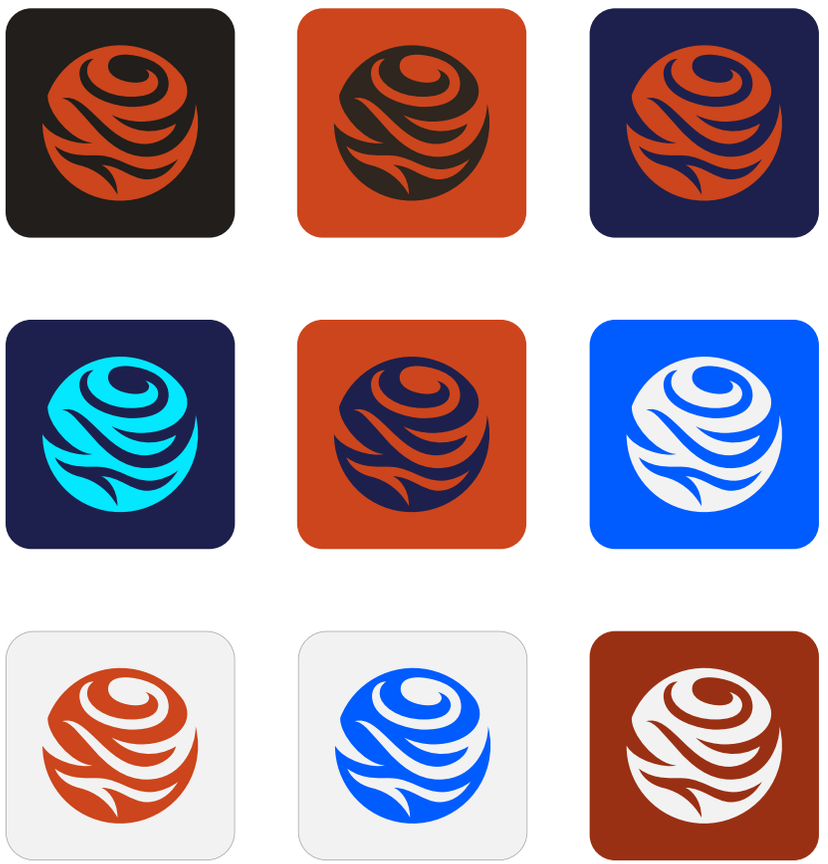
Sky > Pixel > Night



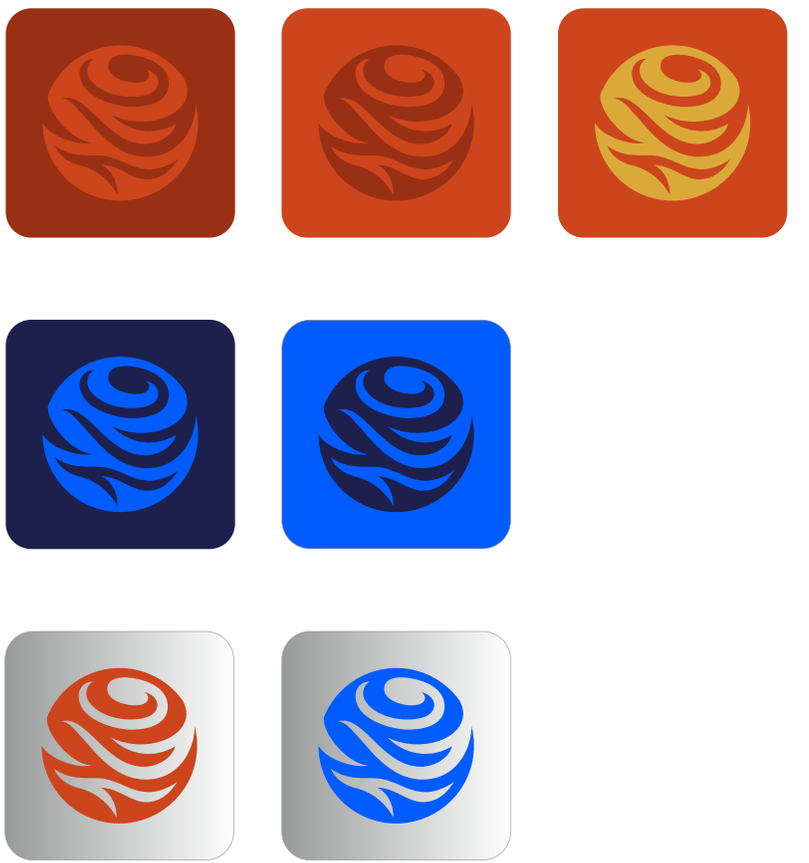
Approved Color Combinations

With so many colors in our color palette, it’s important to distinguish which colors can be used together and which cannot. High-contrast color combinations should be used for main components and things you want to draw interest to. These color combinations are ADA approved. Low-contrast color combinations should be used for background or supporting elements.

HIGH-CONTRAST



LOW-CONTRAST



04

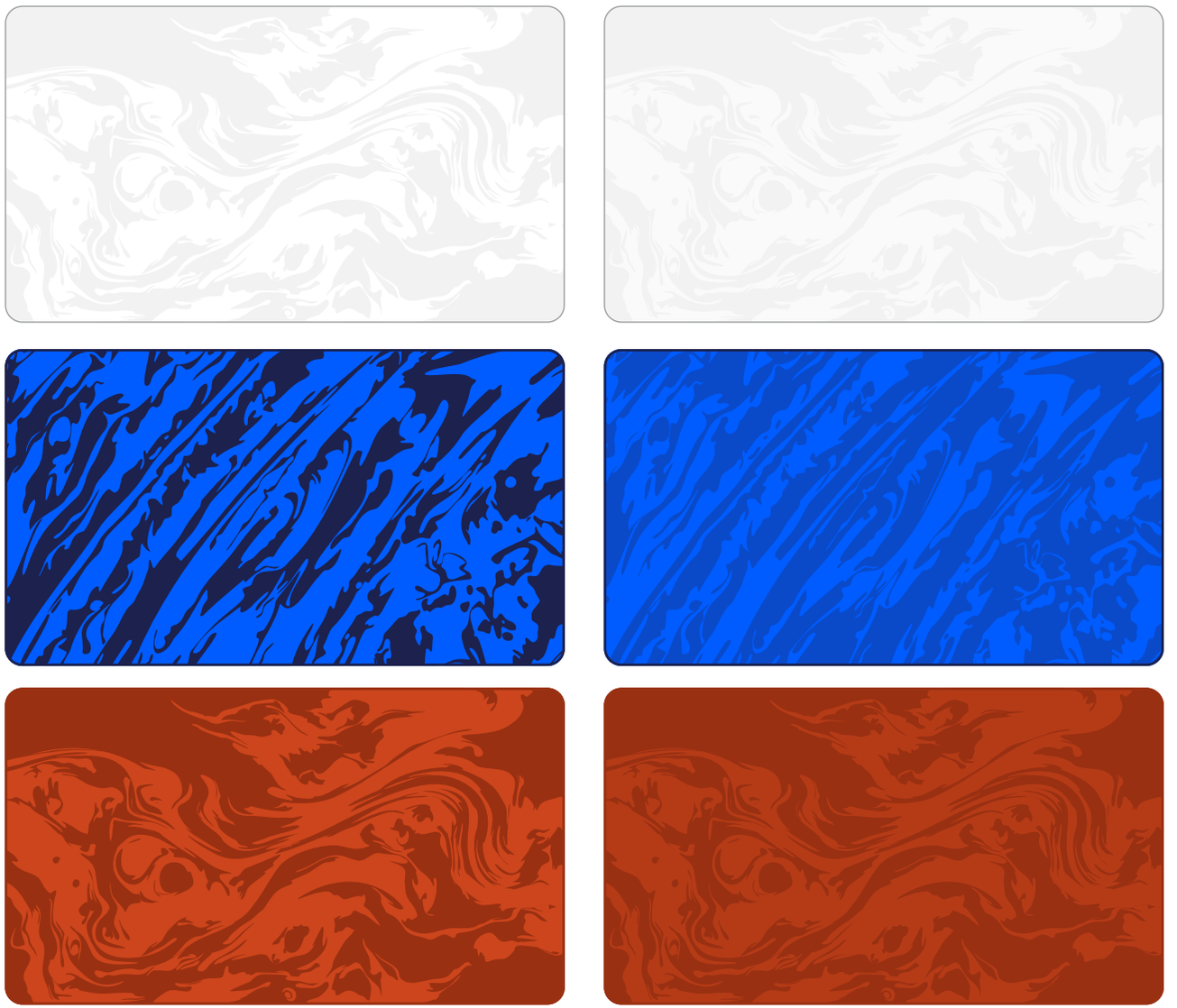
Brand Elements

Textures

Jupiter’s brand uses textures inspired by the swirling pattern of the planet itself. These textures should be used as background elements or subtly used as graphic elements. The textures should be used within the same color group as shown – blues, reds, grays.

It is also acceptable to lower the opacity of the textures to make it more subtle.

Download textures here.



Textures in use

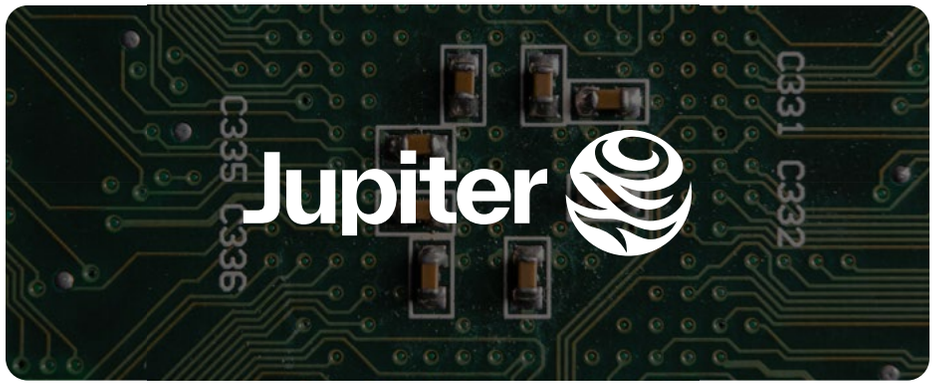


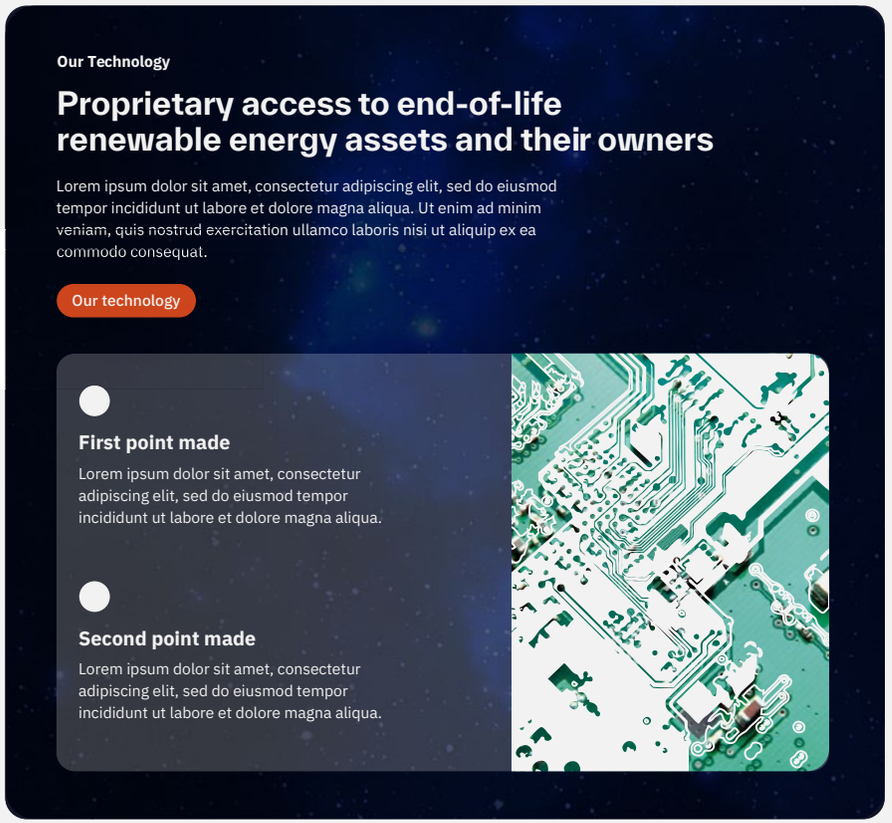




Image and asset treatment

All assets used in Jupiter’s visual identity should have rounded corners, unless the image or asset is full bleed (extended all the way to the edges of the page).





05

Imagery

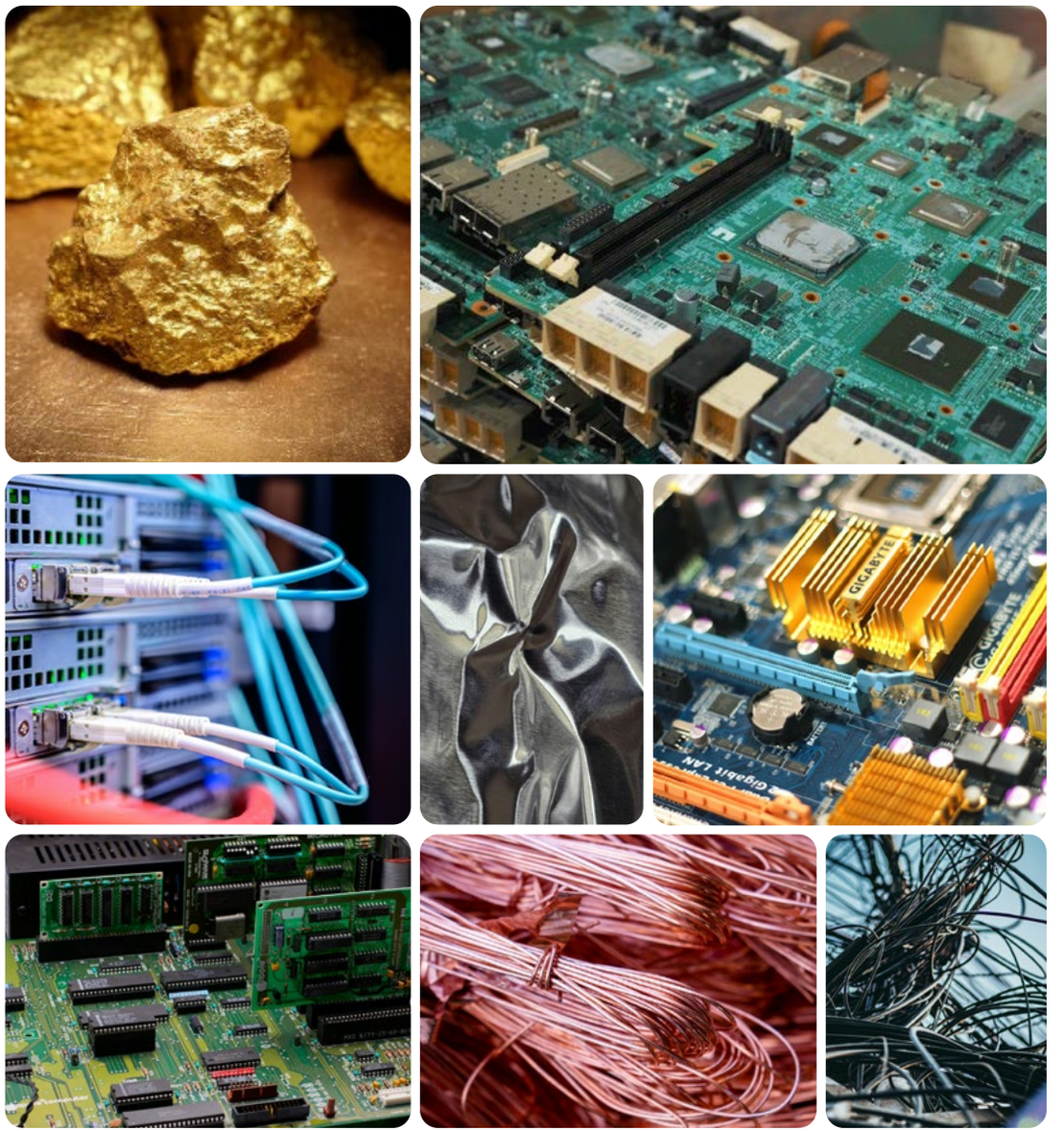
Stock Photography

Jupiter’s photography consists of high-quality, close up shots of:

- Materials being sent for recycling (PCBs, solar panels, wires, batteries, computers, phones, etc)
- Valuable output materials (silver, gold, aluminum, rare earth metals)

This photography style is meant to show the complexity of what Jupiter is recycling and show the breadth of Jupiter’s recycling abilities at scale for circularity.

Never use AI-generated photography. AI-assisted expansion of photos and removal of background is allowed.



Jupiter Photography

As Jupiter’s technology and business progresses, more photography will be available for use.

Current Jupiter photography should consist of non-IP protected photos of the recycling process, including the deframer, smelter, and extracted materials such as glass, aluminum, and silver.









Use Cases

Use photography as a background element or featured element on the side of text. A color overlay may be placed over a photo to add color. However, test this on a black and white version of the photo to see which looks better. See example below of a very colored photo with a Jupiter brand color overlay next to the same photo that is black and white with a brand color overlay.

