

Jetstream, consistently.

One place for the marks, colors, and type that make Jetstream feel like Jetstream.

01 / LOGO

A mark made for motion.



Black wordmark Light backgrounds



White wordmark Dark backgrounds



App mark

Use only where a square icon is required. Use the full wordmark everywhere else.

Clear space
Keep space equal to the mark height on every side.

Minimum size
Digital wordmark: 160 px wide. App mark: 32 px.

02 / COLOR

Blue, with room to breathe.

PRIMARY / ACCENT

Jetstream Blue
#0067B7

BACKGROUND

Cloud
#F9FAFC

MUTED TEXT

#5C656B

SOFT SURFACE

#F1F4F6

SUCCESS

#00A34A

DANGER

#E7000B

FOREGROUND

Deep Ink
#09131A

SURFACE

White
#FFFFFF

BORDER

#E2E5E7

DARK MODE

Background #04080B	Surface #0D1216	Primary #3093DB
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Use green and red only for status. Add a label or icon, and check text contrast.

03 / TYPOGRAPHY

Clear before clever.

PRODUCT / HEADLINES

Outfit Variable

Yield without directional exposure.

Weight 450–600 Tight tracking Sentence case

BODY / DATA / UI

Geist Variable

Real-time onchain NAV. Built for precise reading at every size.

Weight 400–650 Normal tracking Tabular data

IN PRACTICE

- **Let the content lead.** Use generous space and a clear reading order. Keep display fonts out of body copy and dense data.
- **Keep the mark intact.** Do not stretch, rotate, redraw, recolor, or add effects.
- **Make every color count.** Use neutral surfaces and Jetstream Blue with purpose. Do not introduce new blue shades.