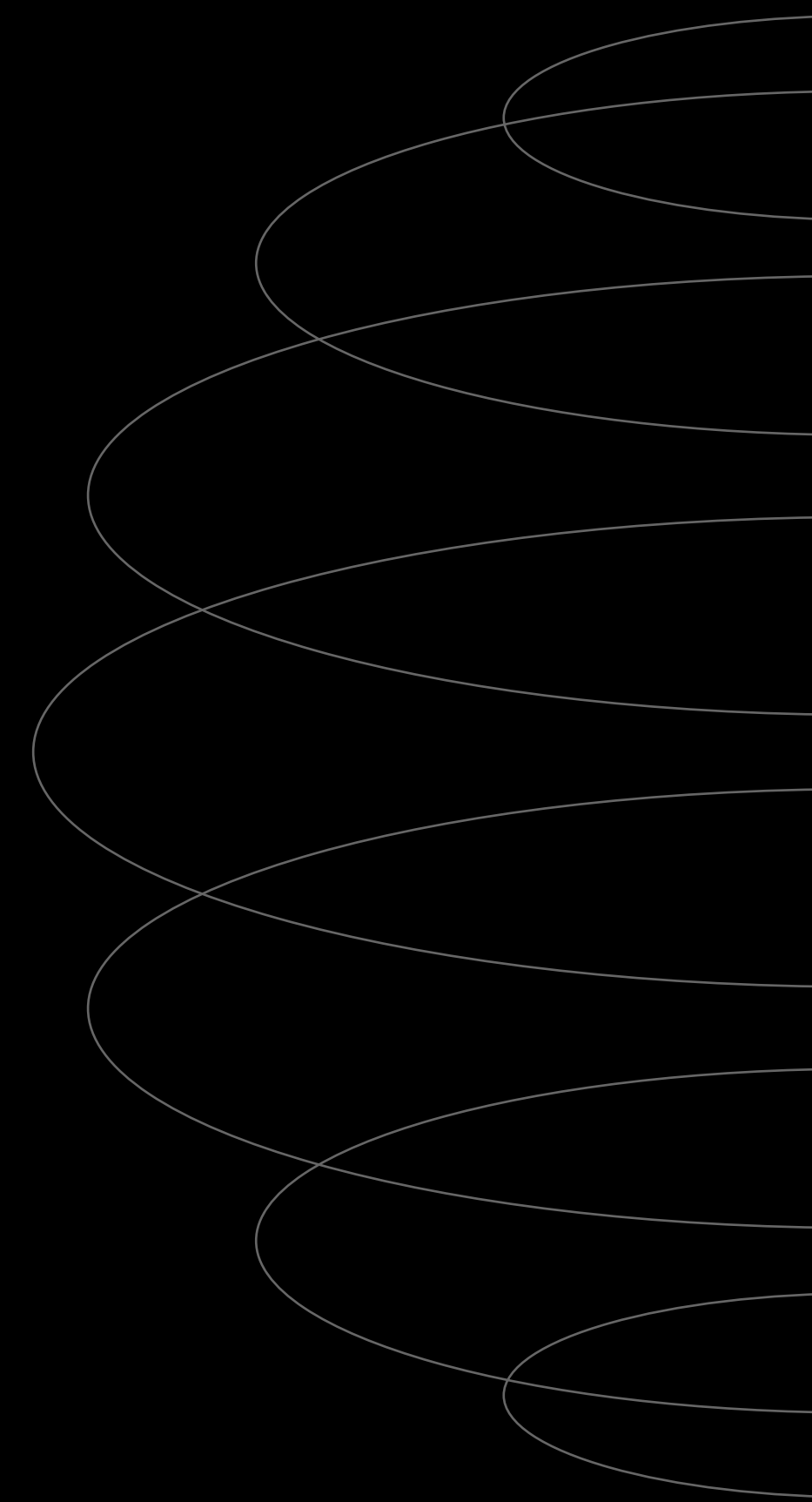


JP THOR

Brand Guidelines

**LEARN,
MOVE,
CREATE.**





JP is a staunch proponent in agency and resourcefulness.

His purpose is to invigorate a new generation of individuals to dream bigger and take the first steps in backing themselves - whether that's as simple as an adventure with friends, a daunting personal journey, or even a business venture.

We want to give everyday individuals the tools to back themselves, and see their own potential through the lens of optimism, positivity and the possibilities that come from taking risks and making the most of the opportunities presented to you.

Brand Manifesto

Our manifesto acts as a set of internal guidelines to guide the brands tone and positioning. Think of it as a set of lenses, through which you can filter your decision-making when it comes to marketing copy, collateral, visual executions etc.

These are a set of tenants that outline JP's approach to life, his basic principles of decision making - derived from breaking down our brands Purpose, Goals and Vision, to create a succinct set of principles to guide communications.

1

Simplify It!

Get to the core of every problem. Break down issues into their fundamental elements. Avoid artificial cognitive hurdles. Minimise latency, maximise bandwidth. Don't do anything that slows you down.

2

Empower Others.

Collectively we are more capable. Inspire those around you to accelerate with you. Often people don't know what they are capable of - they simply need empowerment. Coordinate through a shared vision.

3

Optimistic, Always.

'I think, therefore I am'. You can manifest your future by sheer determination and positive willpower. A healthy mental state is 100x more productive than an unhealthy one. Stare down adversity with momentum.

4

Get in the Arena!

You cannot solve the problem without first understanding the problem. You cannot understand the problem unless you are in the arena and pivoting, iterating and taking on feedback as fast as you can.

5

Take Risk.

The universe presents us with adversity everyday. Tackle the unknown and reap the rewards or deal with the consequences. Everything is risky - navigating adversity is demonstrating your intelligence.

6

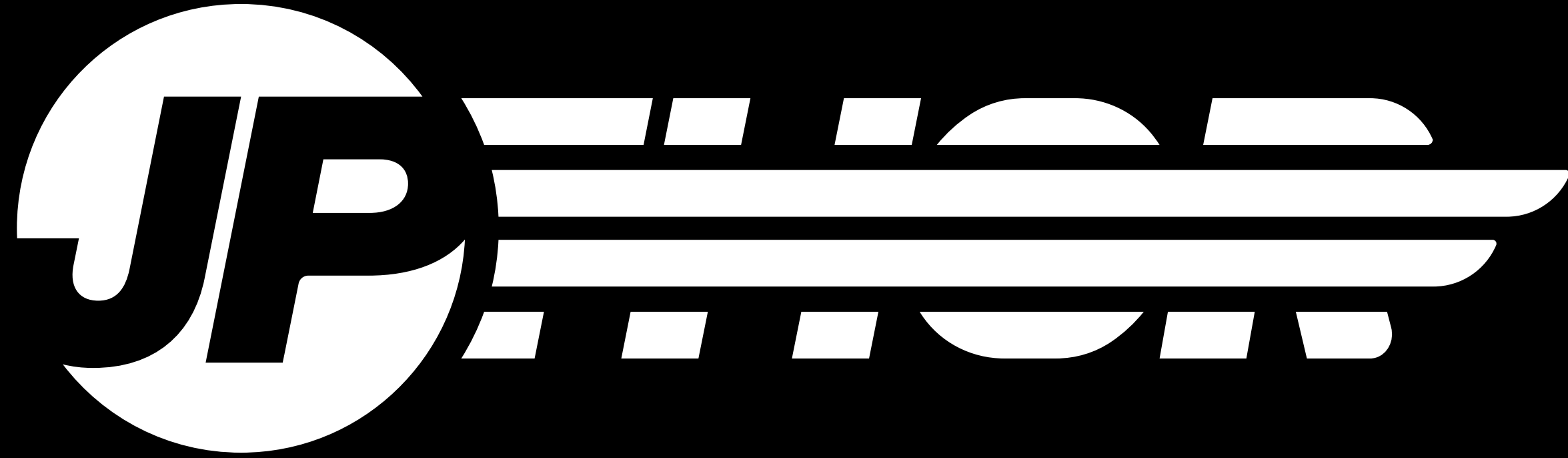
Build in Public.

Set the memes free. Avoid NDAs, Patents, Exclusive Copyright. Build in public; the good ideas flourish, the bad ideas die. We are here to learn, build, create as we upgrade Humanity's Memetic Repository.

Our Logo

Our primary logo is a symbol that encompasses our name. Inspired by iconic aviation brands of the 50's and 60's, the winged logo takes influence from the history of Aviation, and brings it into the 21st century through the use of a contemporary typeface and refined linework.

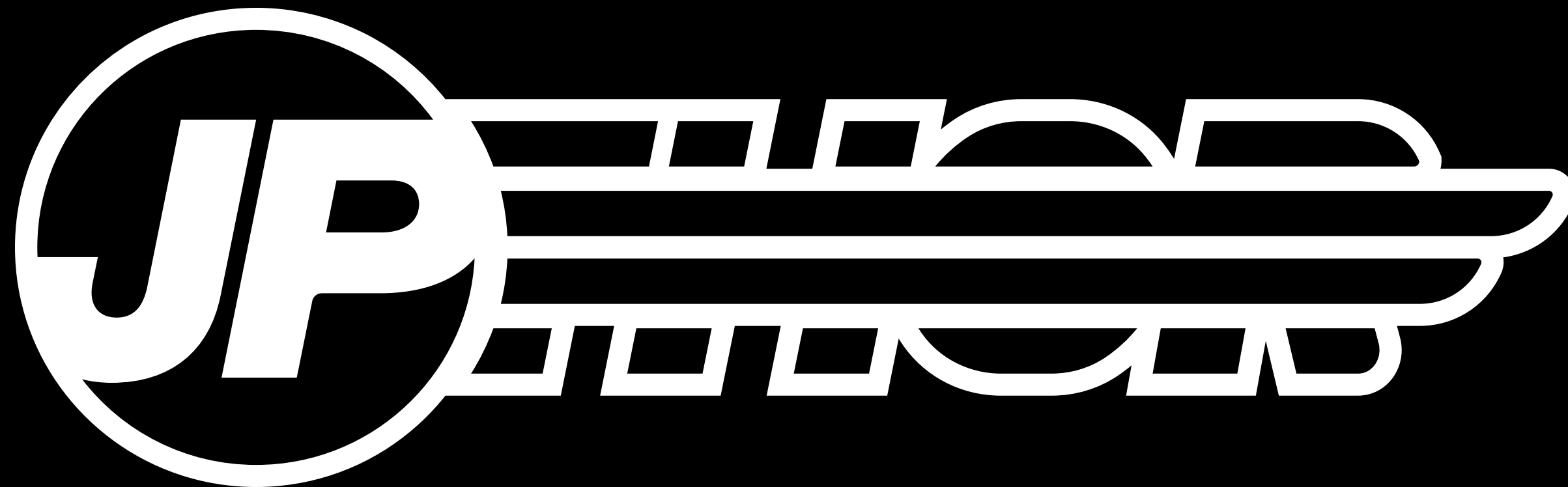
This is our primary logo. Please use this in most use-cases.



Secondary Logo

Our logo can also be used as a stencil, standing our more effectively in certain use-cases where contrast may be an issue due to background elements or when pairing with other logos.

This is our Secondary logo, to be used sparingly.



POSITIONING

LOGO

COLOUR

TYPOGRAPHY

ILLUSTRATION

DESIGN SYSTEM

PHOTOGRAPHY

BRANDWORK



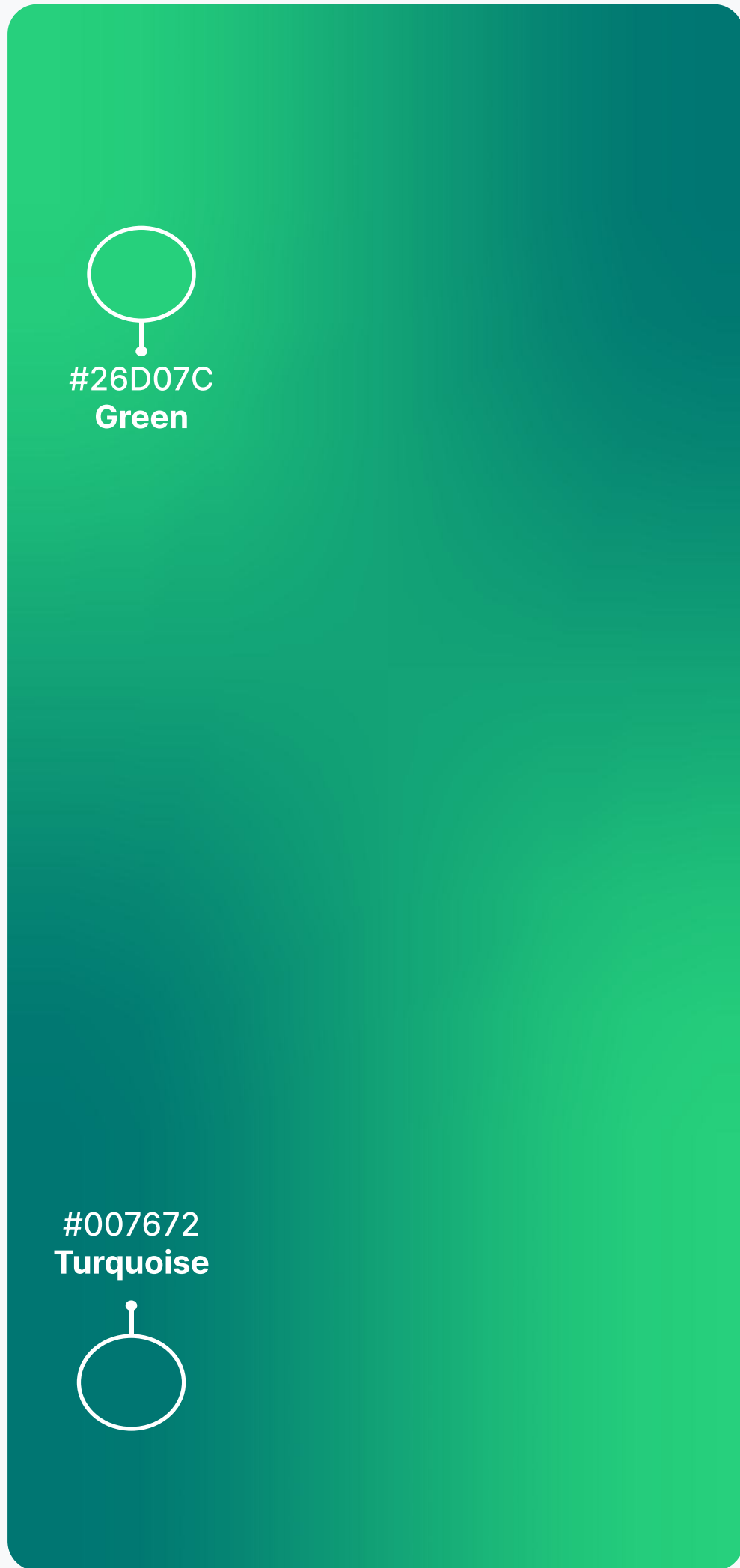
Brand Colours

Dark Gradient

Light Gradient

Dark Base

Light Base / Accent



#26D07C
Green

#007672
Turquoise



#26D07C
Green

#5EDFFF
Blue

Turquoise

#007672
R 0 G 118 B 114
C 62 M 0 Y 33 K 0
PMS 7718 C

Blue

#5EDFFF
R 94 G 223 B 255
C 46 M 0 Y 3 K 0
PMS Blue 0821 C

Green

#26D07C
R 38 G 208 B 124
C 66 M 0 Y 67 K 0
PMS 7479 C

Yellow

#FEDD00
R 254 G 221 B 0
C 2 M 6 Y 100 K 0
PMS Yellow C

Black

#0F0F0F
R 15 G 15 B 15
C 74 M 67 Y 66 K 84

White

#FFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0

Headline Typeface - Darker Grotesque Black

**THIS IS A HEADLINE,
WE ALWAYS MAKE
SURE TO USE ALL-
CAPS TO MAKE A
STATEMENT. AND IT
ALWAYS ENDS WITH A
FULL STOP. NEVER AN
EXCALAMATION.**

Aa

Headline Typeface - Helvetica Neue Bold

Sometimes, before we start a paragraph, we may want to draw attention to an opening statement or important piece of information like a quote. Subheadlines are used like this.

The first version of the typeface (which later became known as Helvetica) was created in 1957 by Swiss type designer **Max Miedinger**. His goal is to design a new sans serif font that can compete in the Swiss market, as a neutral font that should not be given any additional meaning.

The main influence on Helvetica was **Akzidenz-Grotesk** from Berthold; Hoffman's scrapbook of proofs of the design shows careful comparison of test proofs with snippets of Akzidenz-Grotesk. Its 'R' with a curved tail resembles Schelter-Grotesk, another turn-of-the-century sans-serif sold by Haas.

Aa

Body Copy Typeface - Helvetica Neue Regular

The first version of the typeface (which later became known as Helvetica) was created in 1957 by Swiss type designer **Max Miedinger**. His goal is to design a new sans serif font that can compete in the Swiss market, as a neutral font that should not be given any additional meaning.

The main influence on Helvetica was **Akzidenz-Grotesk** from Berthold; Hoffman's scrapbook of proofs of the design shows careful comparison of test proofs with snippets of Akzidenz-Grotesk. Its 'R' with a curved tail resembles Schelter-Grotesk, another turn-of-the-century sans-serif sold by Haas.

Wolfgang Homola comments that in Helvetica 'the weight of the stems of the capitals and the lower case is very balanced'.

Aa



POSITIONING

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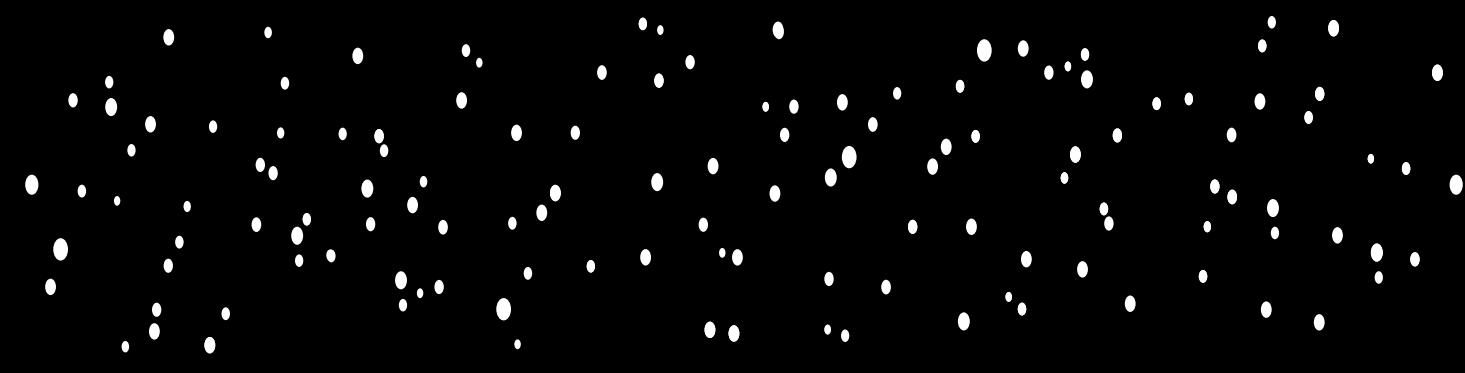
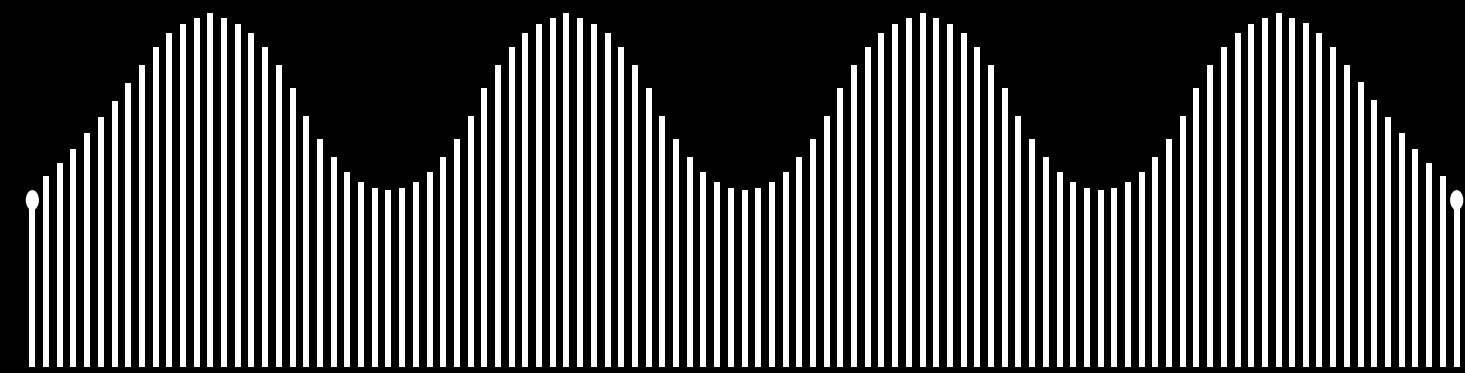
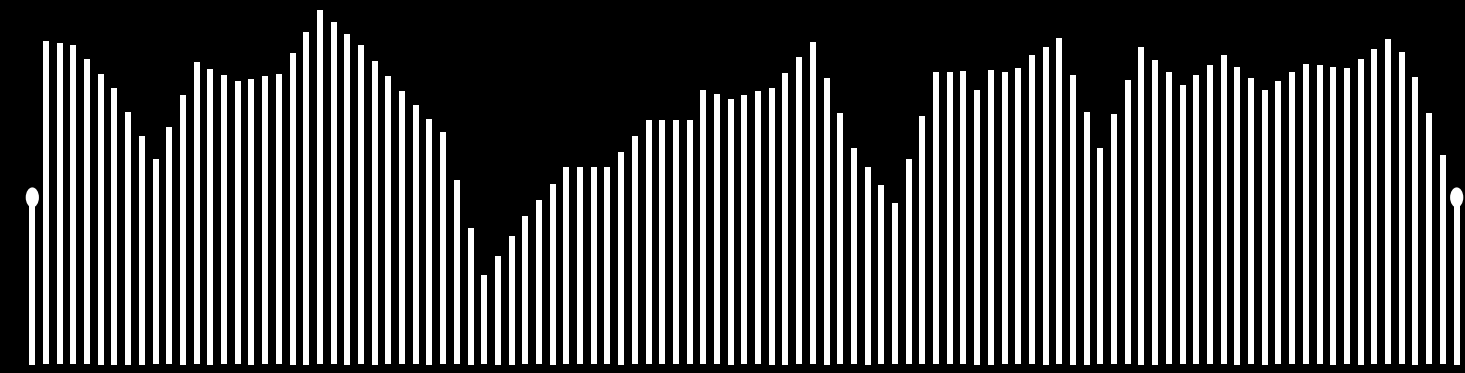
ILLUSTRATION

DESIGN SYSTEM

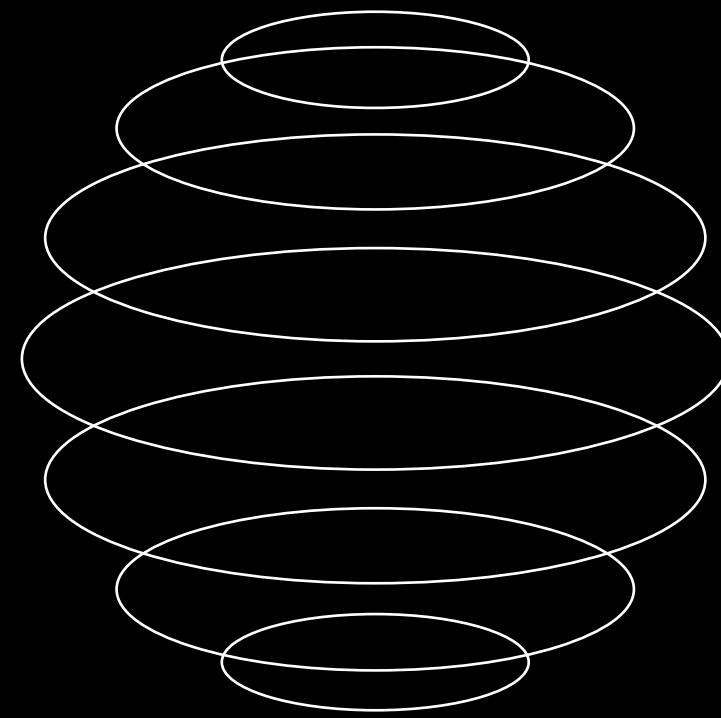
PHOTOGRAPHY

BRANDWORK

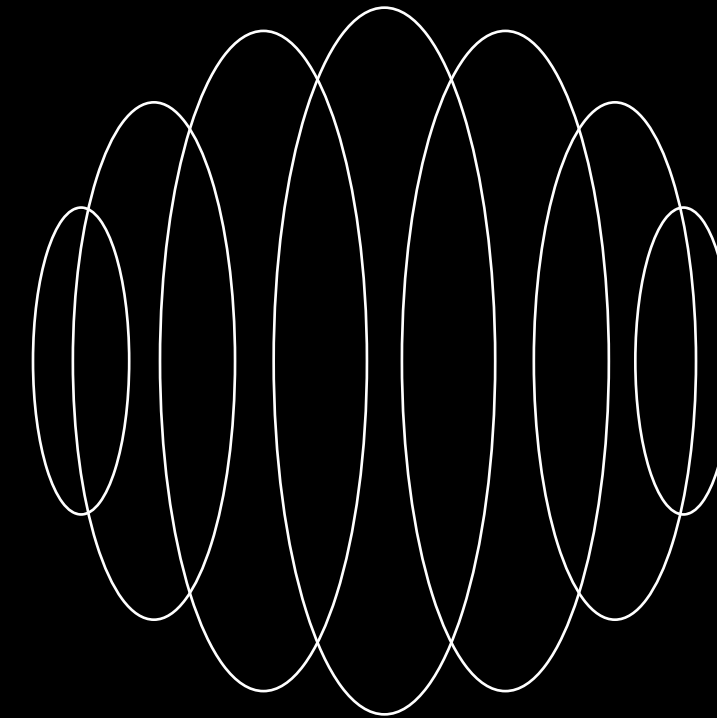




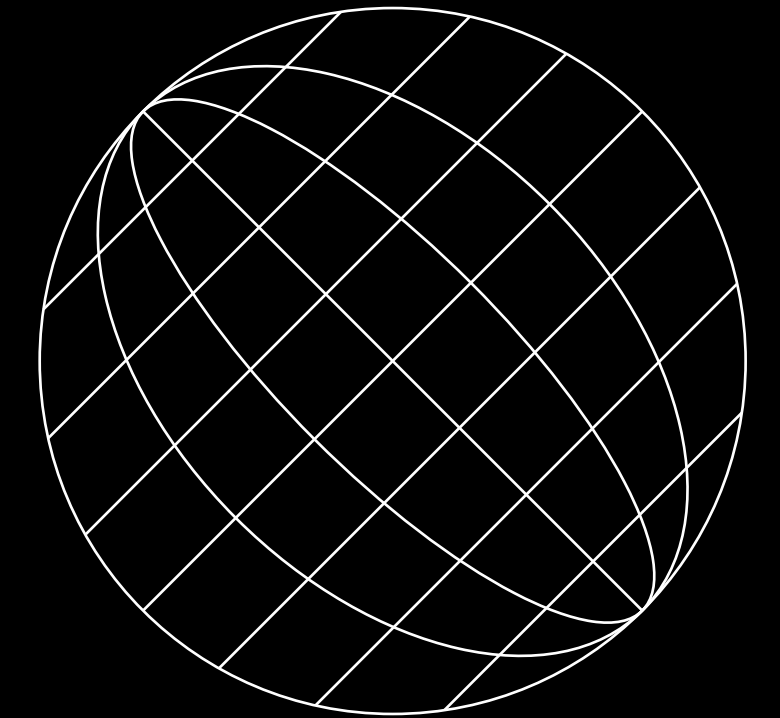
Latitude



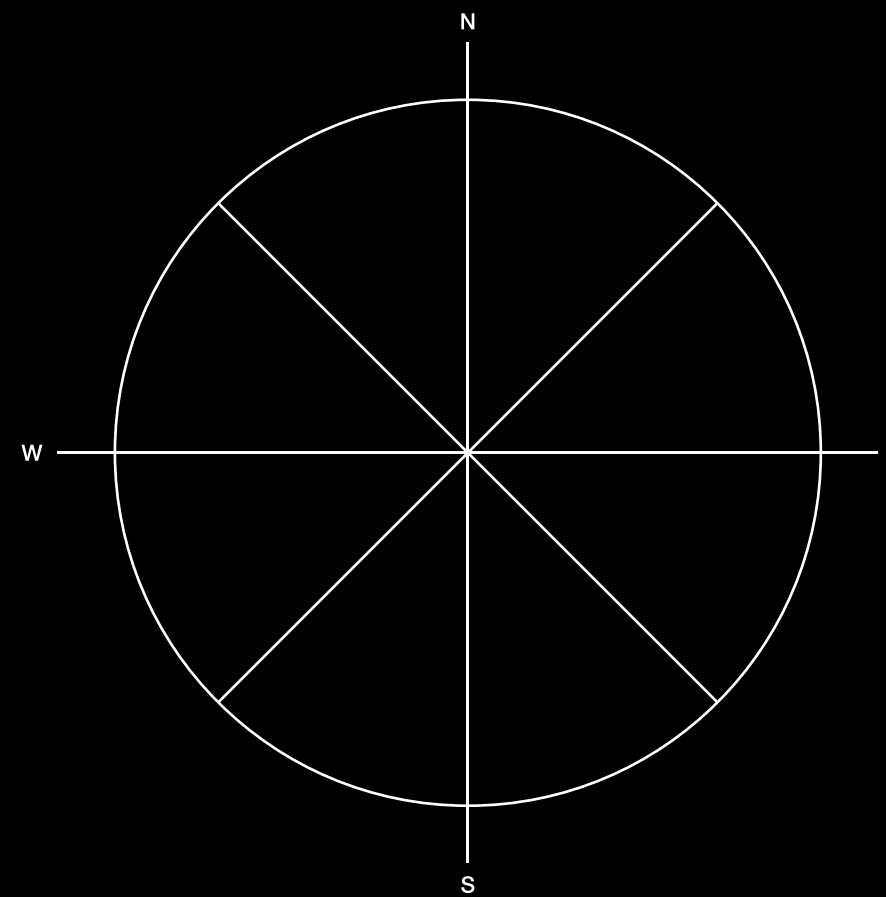
Longitude



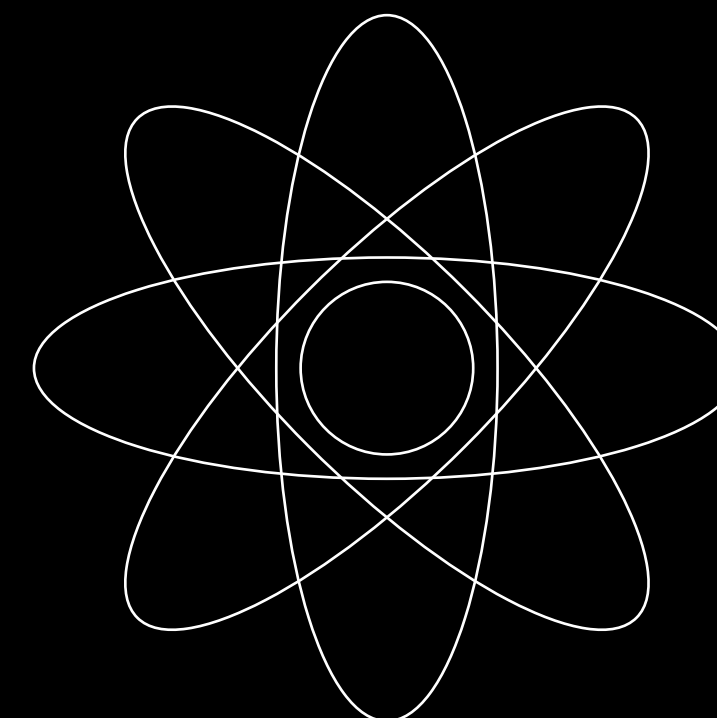
Globe



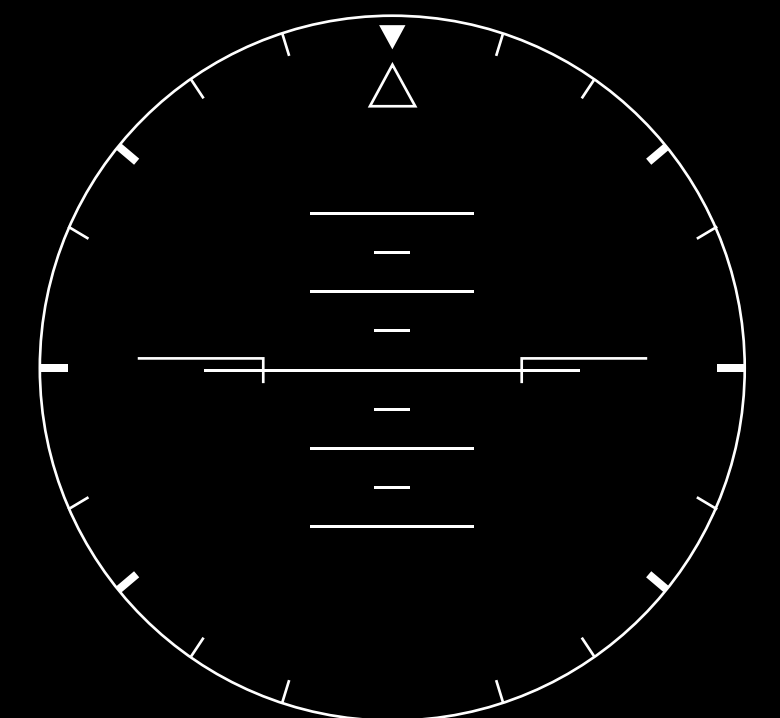
Compass



Galaxy



Avionics



POSITIONING

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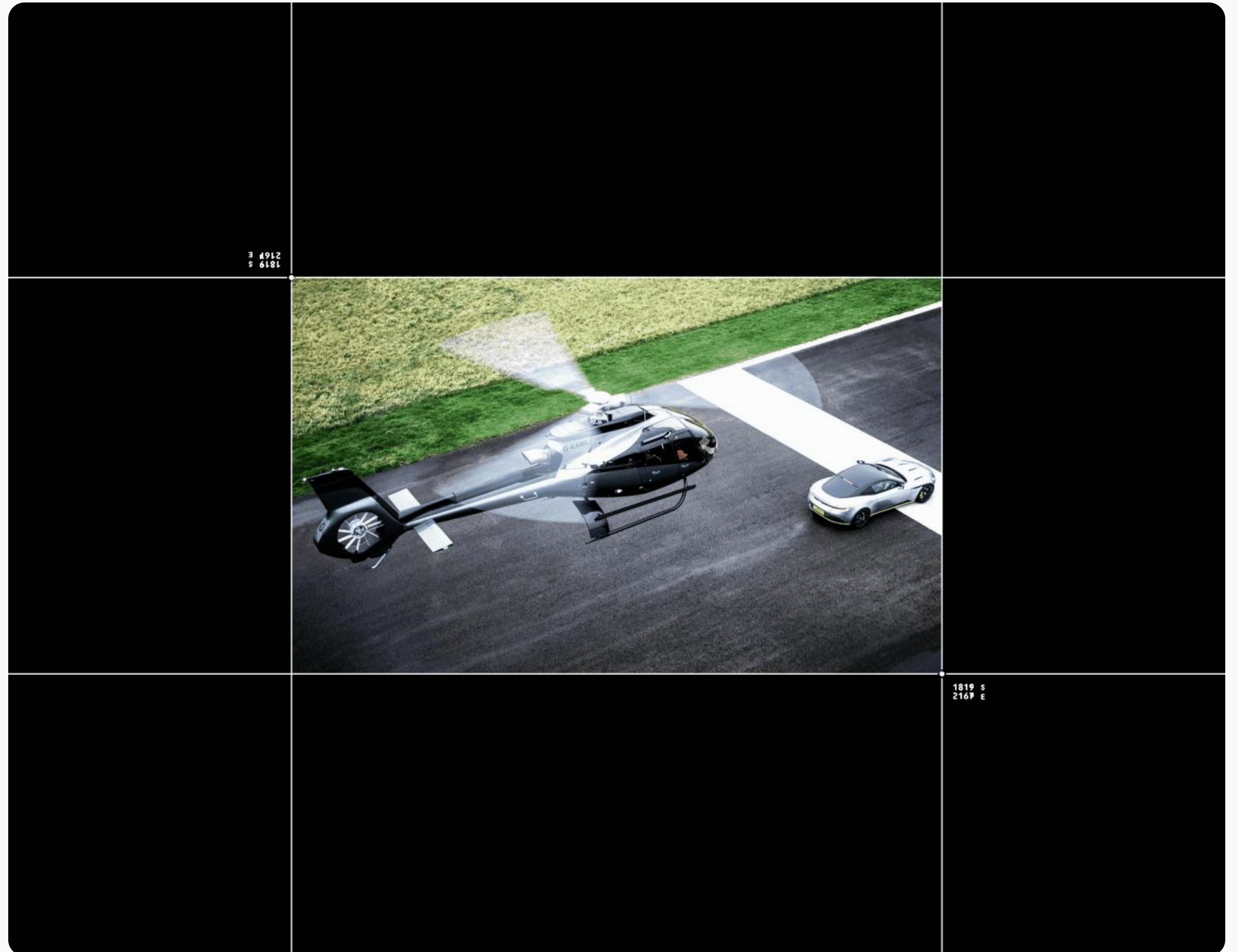
PHOTOGRAPHY

BRANDWORK



The Coordinates

Our coordinate element will act as our grid structure - denoting sections of a composition and aligning elements - this can also be used as a data point with a coordinate system attached to it.



POSITIONING

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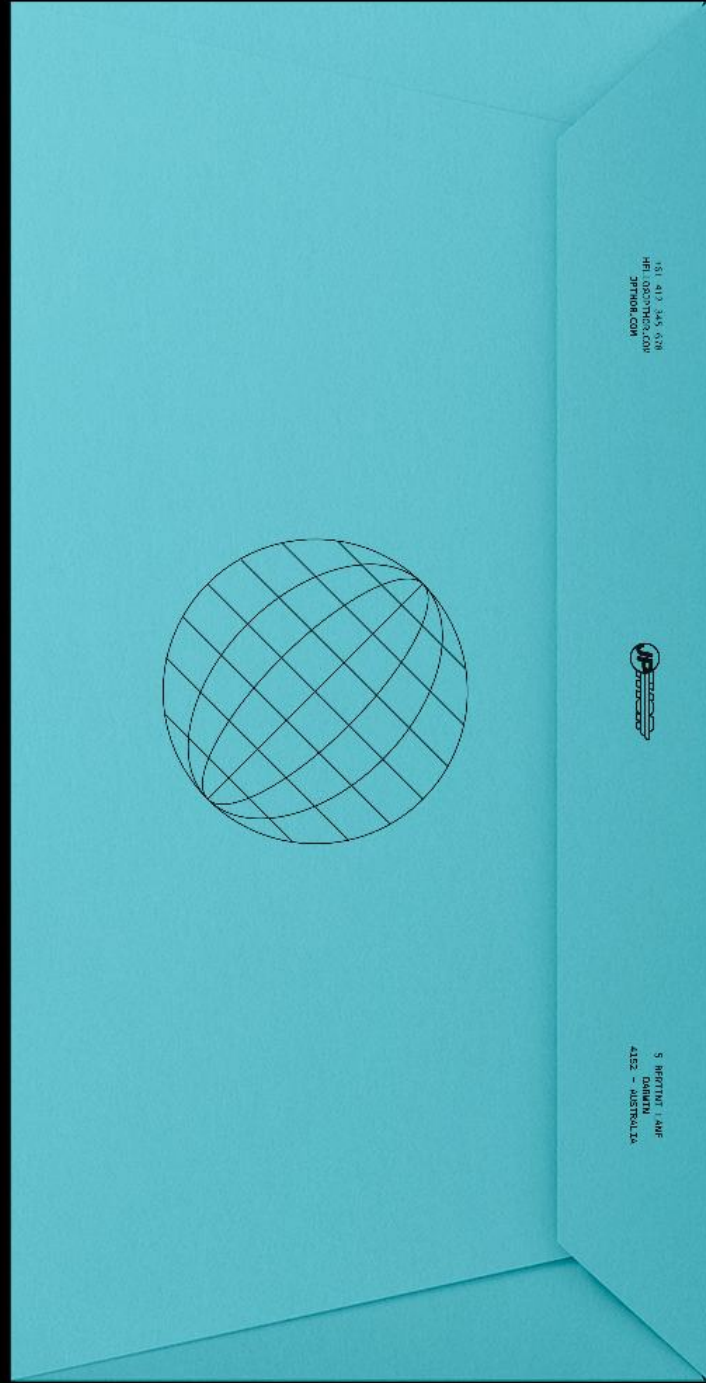
BRANDWORK



A JOURNEY FOR THE AGES



ONE MACHINE.
FLYING AROUND
THE WORLD.


EXPLORING THE VERY
OF HUMAN PROGRE
EXPLORING EVERY COR
THE GLOBE.

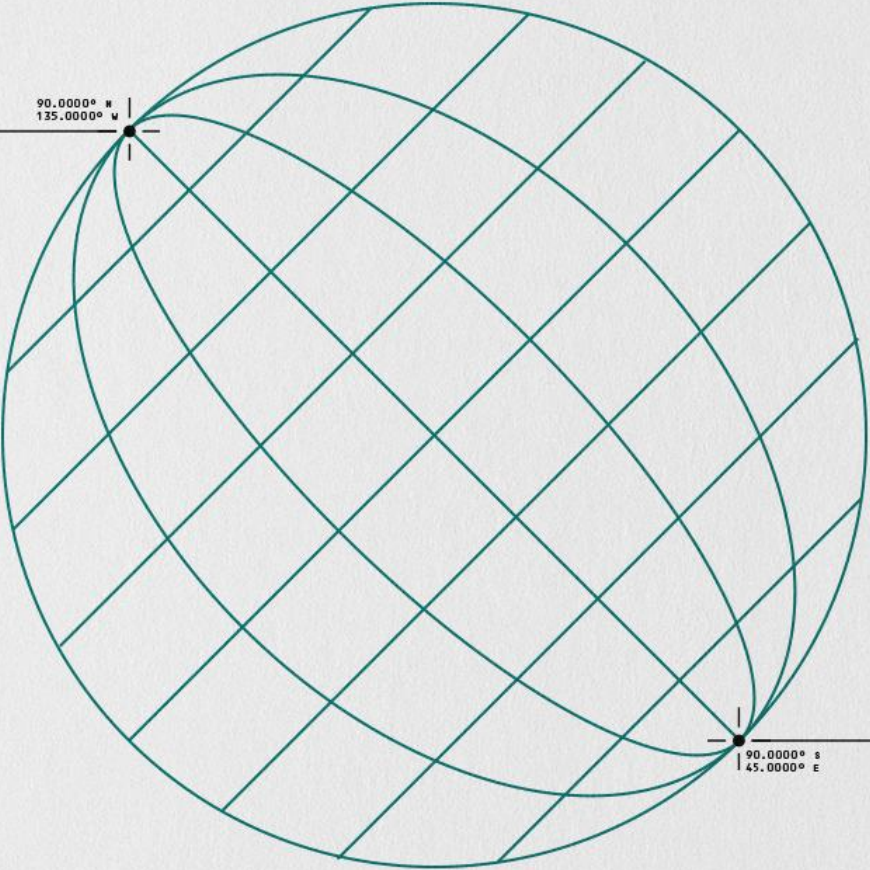
FOUNDER ENTREPRENEUR EXPLORER

JPTHOR.COM +61 412 345 676

PRESS RELEASE

POLE TO POLE JOURNEY

A NEW ADVENTURE AWAITS VIA POLE TO POLE HELICOPTER.



AUSTRALIAN ENTREPRENEUR PLANS
CIRCUMNAVIGATION VIA BOTH POLES.

Thorbjorn owns Airbus Helicopters ACH130L, which he has already flown 10,000 km from the UK to Australia. He will couple BTC with a new ACH130L for the earth-circling journey, which will cover some 30,000 nautical miles.

"I love flying and was looking for a reliable and powerful helicopter that could safely fly my family and friends around," said Thorbjorn, also known as JB.

"I was impressed by the performance and comfort of the ACH130L, I am also convinced that this Aston Martin Edition is the most attractive private helicopter on the market, combining Airbus' engineering excellence and Aston Martin's craftsmanship."

The Aston Martin Edition was launched four years ago and initially limited to 15 airframes. Demand has prompted Airbus to extend it to 15 more units.

Airbus has collected orders for the ACH130L from across the world including Australia, Europe, Latin America, New Zealand, North America and South-East Asia.

Words By
John Butler

Australian tech entrepreneur John-Paul Thorbjorn announced at the Singapore Airshow last week that he was planning an around-the-world helicopter trip via the north and south poles.

FOR RELEASE ON AUGUST 1ST 2024



POSITIONING

LOGO

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TYPOGRAPHY

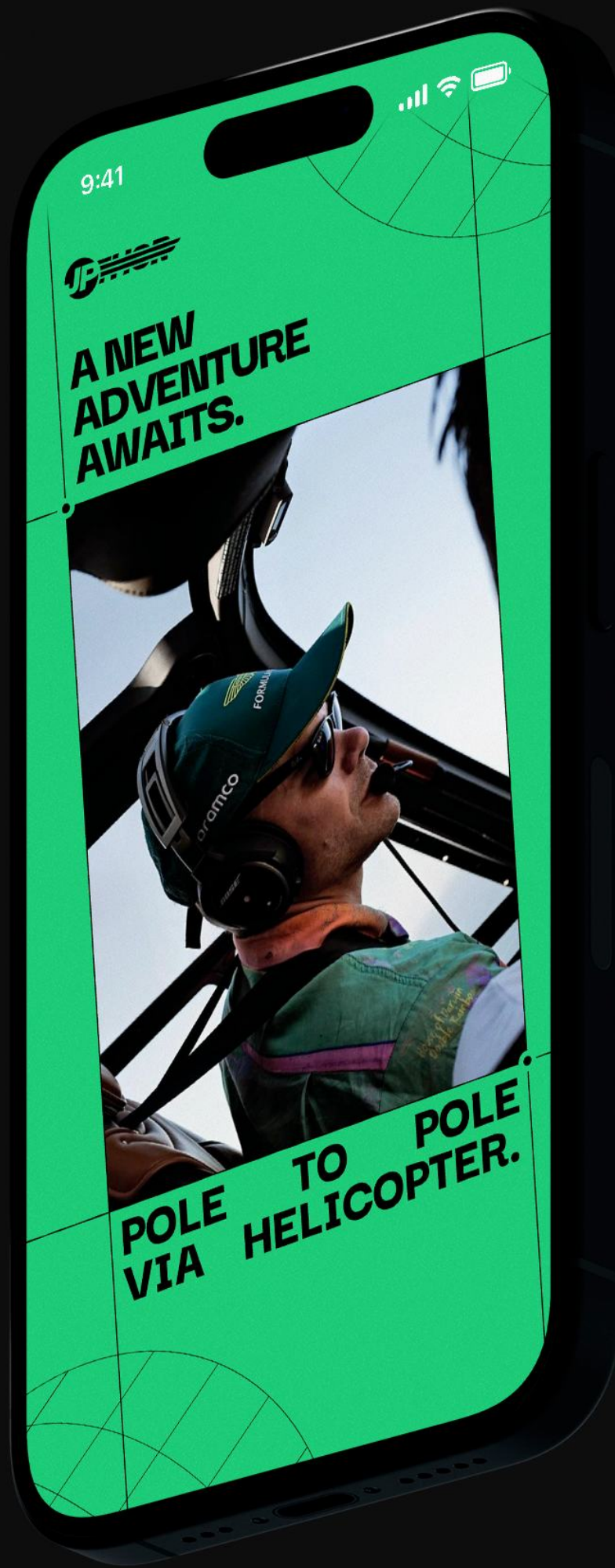
ILLUSTRATION

DESIGN SYSTEM

PHOTOGRAPHY

BRANDWORK





“EVERYTHING I DO IS DEVOTED TO THE IDEA THAT TECHNOLOGY, OPTIMISM AND APPETITE FOR RISK CAN SOLVE ANY PROBLEM FACING HUMANITY”.


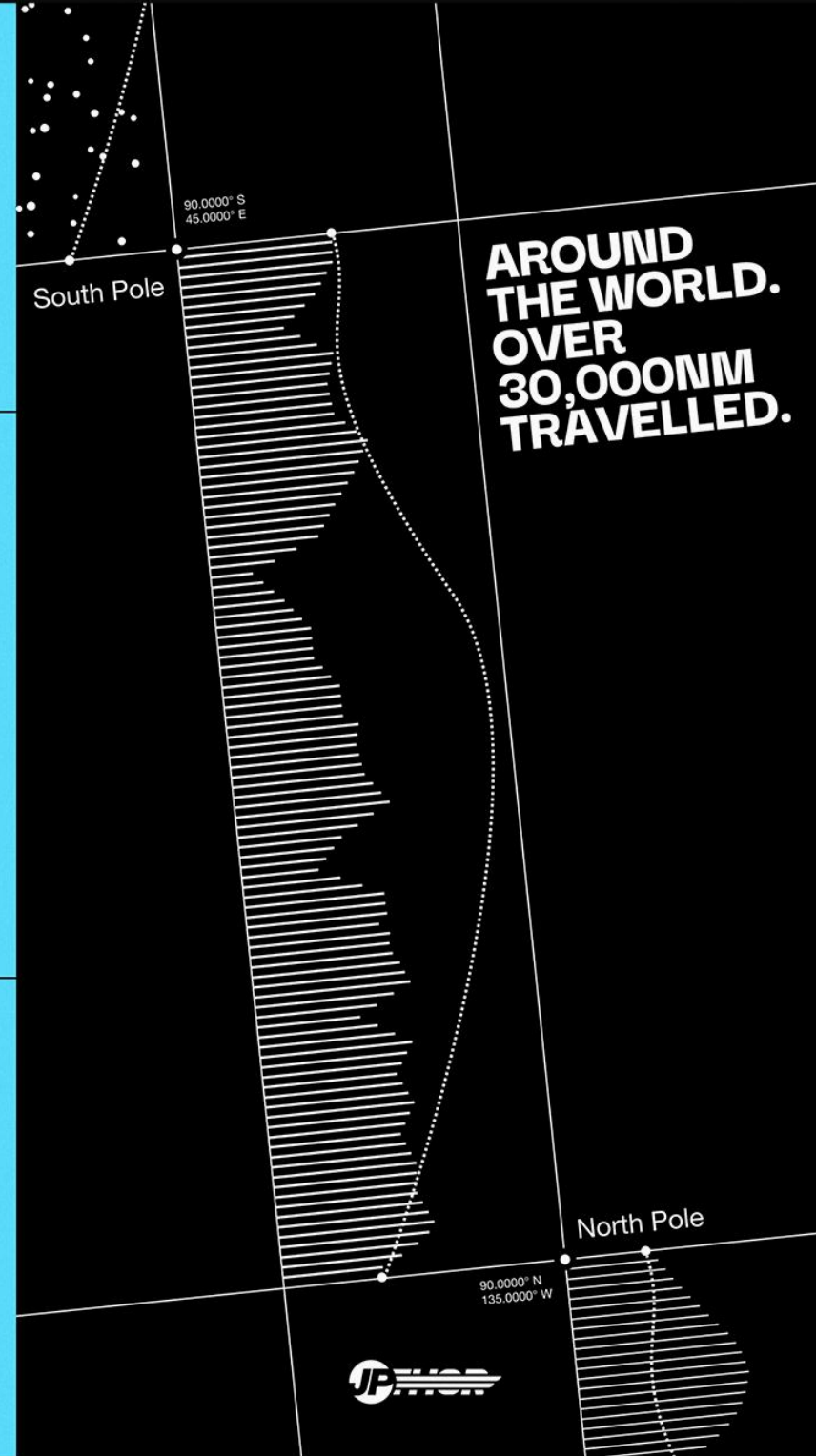


AUSTRALIAN ENTREPRENEUR PLANS CIRCUMNAVIGATION VIA POLES.

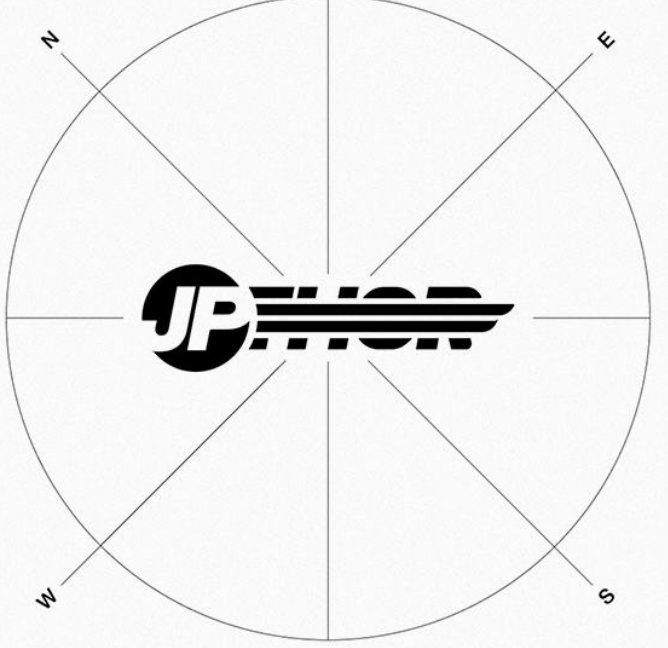


A JOURNEY TO THE OTHER SIDE OF THE WORLD. AND BACK AGAIN.

Australian tech entrepreneur John-Paul Thorbjornsen announced at the Singapore Airshow last week that he was planning an around-the-world helicopter trip via the north and south poles.

DISCOVER JP'S JOURNEY ACROSS THE GLOBE.



[Learn More](#)



THANK YOU.

90.0000° S
45.0000° E