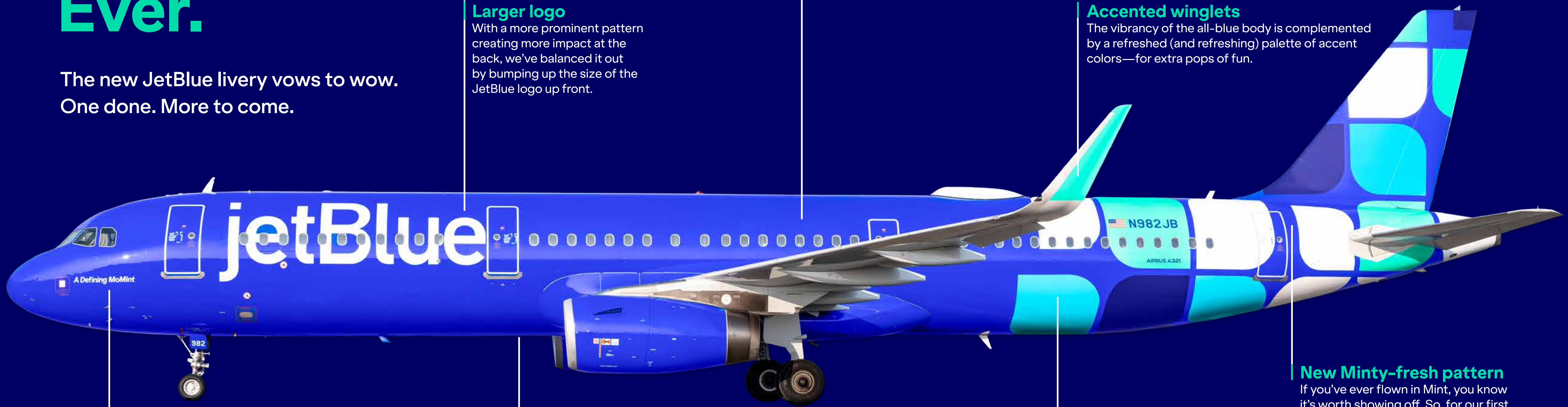


# Our boldest, bluest plane. Ever.

The new JetBlue livery vows to wow.  
One done. More to come.



## All-blue body

Nothing says JetBlue like a blue airplane body. The bold blue allover design will stand out like never before—in the air, on the runway and at the gate.

## Larger logo

With a more prominent pattern creating more impact at the back, we've balanced it out by bumping up the size of the JetBlue logo up front.

## Accented winglets

The vibrancy of the all-blue body is complemented by a refreshed (and refreshing) palette of accent colors—for extra pops of fun.

## New Minty-fresh pattern

If you've ever flown in Mint, you know it's worth showing off. So, for our first new livery, we've rolled out a brand new pattern—Mint Leaves—that will appear on all Mint aircraft and match Mint's onboard touchpoints.

## A Defining MoMint

Each of our planes sports a unique name—usually with a pun or some wordplay in there—that you'll spot near the nose. In this case, the name says it all. (And in our new font.) Our newly energized brand and approach to our commercial livery design signals the next step in JetBlue's journey.

## Look up!

Ever since we launched our Brooklyn Nets livery with Spread Love on the belly, we've wanted to spread the belly art love to the whole fleet. Our new livery design features the plane's pattern and the JetBlue logo on the belly—making it instantly recognizable to plane-spotters.

## Taking patterns beyond the tail

Our tailfin patterns have made our liveries fun, distinct and iconic, and our new liveries go a step further, extending each pattern to the body and belly. Look for refreshed versions of our existing patterns to make their runway debuts as the rest of the fleet is repaint-ready.