



RETURNING TO THE RUNWAY: JETBLUE DEBUTS 'BLUEPRINT II' ON AN AIRBUS A220

News / Airlines



JetBlue began scheduled flying on 'Blueprint II,' a reimagined take on one of the airline's most beloved special liveries, now featured on a brand-new Airbus A220. First introduced in 2017 on an Embraer E190, the original Blueprint livery became an instant standout across JetBlue's fleet for its imaginative "see-through" design, which blended illustrations of everyday travel items with the aircraft's mechanical structure. Inspired by stories from crewmembers and customers alike, the design featured everything from slices of pizza to potted plants, capturing the joy, personality and memorable moments that define travel in a distinctly JetBlue way. Retired in 2024 as part of JetBlue's broader fleet transition, the livery remained a favorite among customers, crewmembers and aviation enthusiasts.

Now reimagined for the Airbus A220, Blueprint II builds on the original concept with bolder visuals, greater detail and new hidden touches throughout the aircraft. The updated design includes a collection of icons that celebrate JetBlue's network, heritage and spirit of exploration, including:

- The fan-favorite oversized teddy bear, now seated in its own passenger seat
- A crown honoring JetBlue's first European destination, London
- A sextant in the flight deck recognizing the history of navigation
- Fins, a mask and snorkel, and a swimming pool float nodding to the warm-weather vacation destinations at the heart of JetBlue's network.

Blueprint II also includes dozens of additional "Easter eggs" hidden throughout the livery, giving customers and plane spotters new details to discover with every glance.

Marty St. George, president, JetBlue commented: "Our aircraft liveries are an important expression of the JetBlue brand and the humanity that defines our customer experience. Blueprint II honors a design our customers and crewmembers have loved for years, while celebrating the personal journeys, memories and sense of discovery that continue to shape the JetBlue experience."

With the retirement of its Embraer E190 fleet on September 9, 2025, JetBlue completed its transition to an all-Airbus fleet, anchored by next-generation A220 and A320 aircraft. Blueprint II continues JetBlue's award-winning tradition of using aircraft design as an extension of the brand, creating liveries that spark curiosity, invite discovery and connect with customers in unexpected ways.

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