

U B E R

API IN-APP DESIGN GUIDELINES

03.17.15

API应用内设计规范

TABLE  
OF  
CONTENTS

Introduction	3
How to Attribute Uber	4
How to Reference Uber Products	5
How to Implement Uber Buttons	6
How to Use the Uber Status Bar	7
How to Display “Rides by Uber”	8
How to Use the Uber Badge	9
How to Use Other Uber Brand Assets	10

API应用内设计规范

API应用内设计规范

## INTRODUCTION

### 简介

Our brand is more than the Uber name and logo—it's our values and our reputation. And that's why the details matter so much to us. Following these design guidelines consistently within your app and adhering to the policies described in our [Terms of Use](#) will provide the best results from the Uber brand.

我们的品牌不止于Uber的名字和标志，还有我们的价值和声誉，这也是为何细节对于我们格外重要的原因。如果在您的APP中一直保持遵守这些设计规范，且遵循使用条款中描述的相关政策，Uber会依据Uber品牌特性提供最佳结果。

HOW TO  
ATTRIBUTE  
UBER

怎样引入Uber

Your app is unique, and its branding should reflect that.

你的app是独一无二的，它的品牌宣传应该体现这一点。

DO

- Use the phrase “Rides by Uber” to explain the integration

正确：  
使用短语“使用Uber乘车”来解释相关功能的集成。

DON'T

- Include “Uber” as part of your app’s name
- Include any Uber graphic element in your app’s branding
- Suggest that Uber promotes or endorses your app

错误：  
1. 在你的应用名内包含有Uber  
2. 在你应用的品牌宣传过程中，包含任何Uber的图像元素  
3. 表示Uber推荐你的应用

## HOW TO REFERENCE UBER PRODUCTS

### 怎样展示Uber产品

Use the product display name exactly as returned from the Products API endpoint. Don't call Uber products anything other than their approved product names.

使用Product API终端接口返回的产品展示名，  
不要以任何之外的名字来称呼Uber产品。

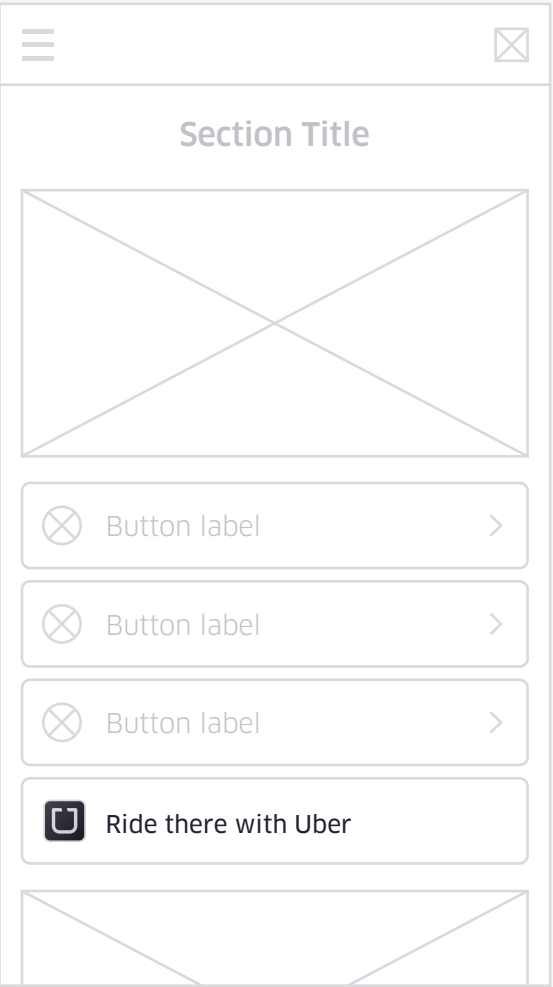
怎样实现Uber按钮

HOW TO  
IMPLEMENT  
UBER BUTTONS

The Uber buttons should be used to introduce the Uber experience within your app.

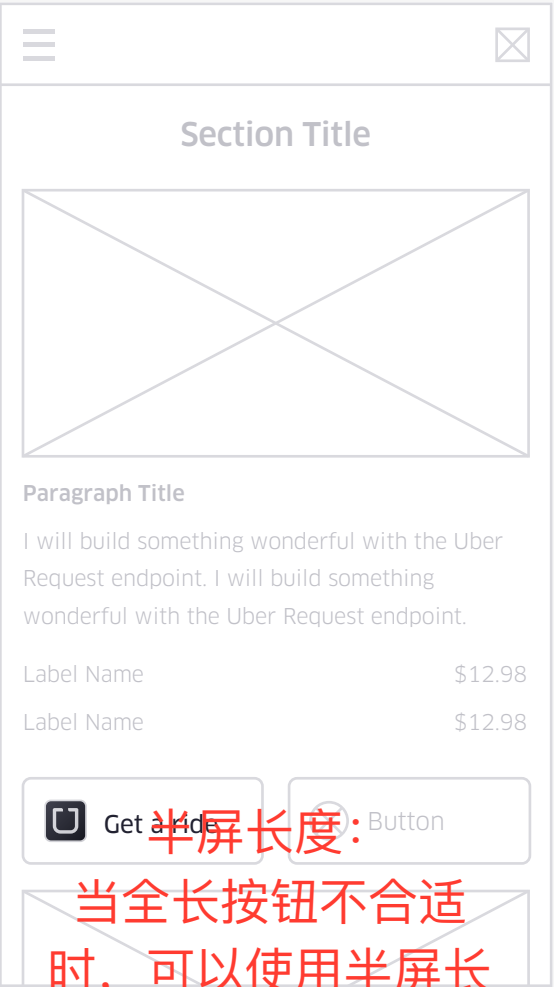
Uber按钮应当用来在你的应用中介绍Uber体验

全长：  
当你需要一个在日历事件或者地址当中的独立按钮时，使用这个样式。



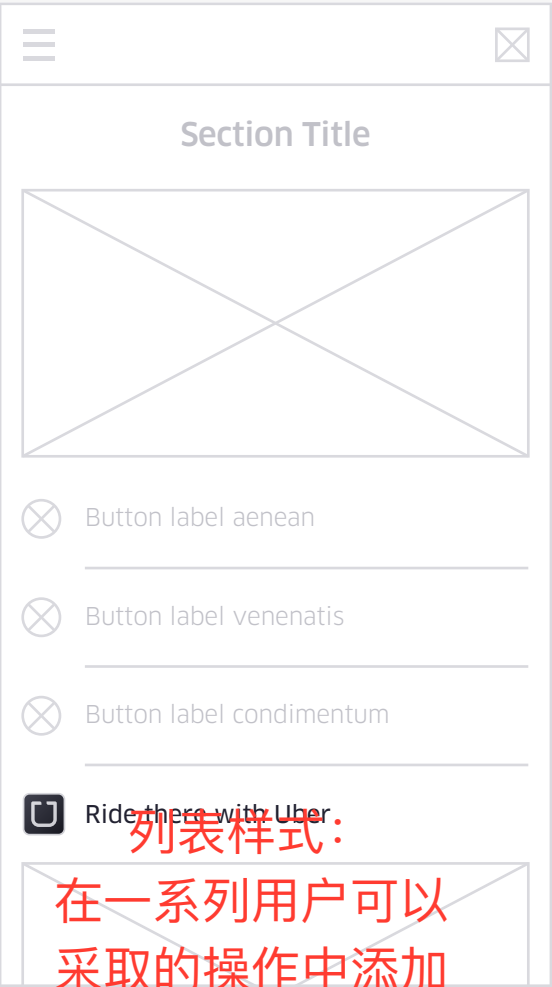
FULL WIDTH

Use this option when you need a stand-alone button within the context of a calendar event or address.



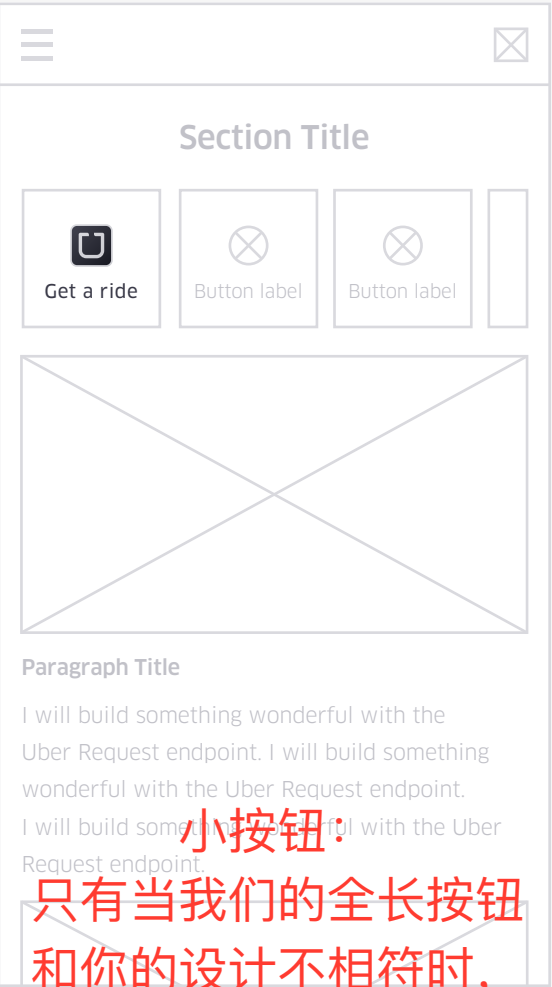
HALF WIDTH

Use this option when you need a stand-alone button and the full width version doesn't fit or make sense.



LIST VIEW

Add this button to a list of other actions a user can take.



SMALL BUTTON

This option should only be used if our full width button doesn't work with your design.

半屏长度：

当全长按钮不合适时，可以使用半屏长度按钮的样式。

列表样式：

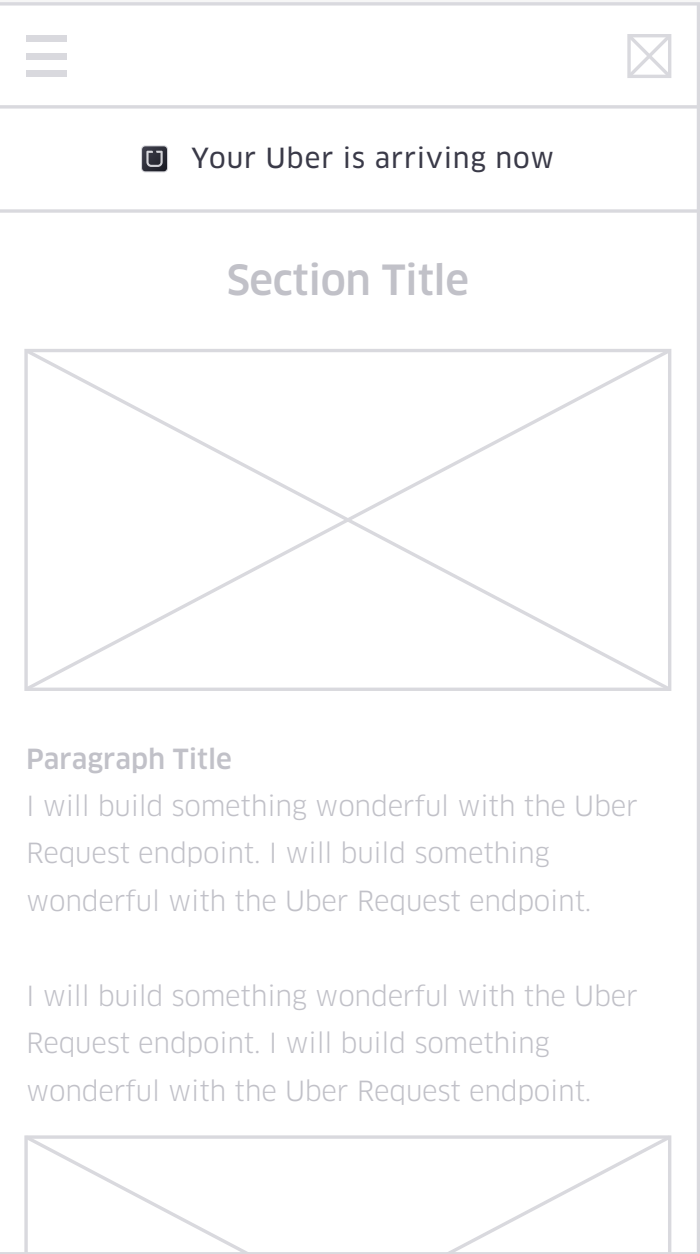
在一系列用户可以采取的操作中添加Uber按钮

小按钮：

只有当我们的全长按钮和你的设计不相符时，才能采用这种样式

HOW TO  
USE THE UBER  
STATUS BAR

怎样使用Uber状态栏



Uber状态栏可以让用户无需离开你  
的应用即可知晓他们的行程状态

The Uber status bar allows your users to see where they are in the ride flow without leaving your app.

DO

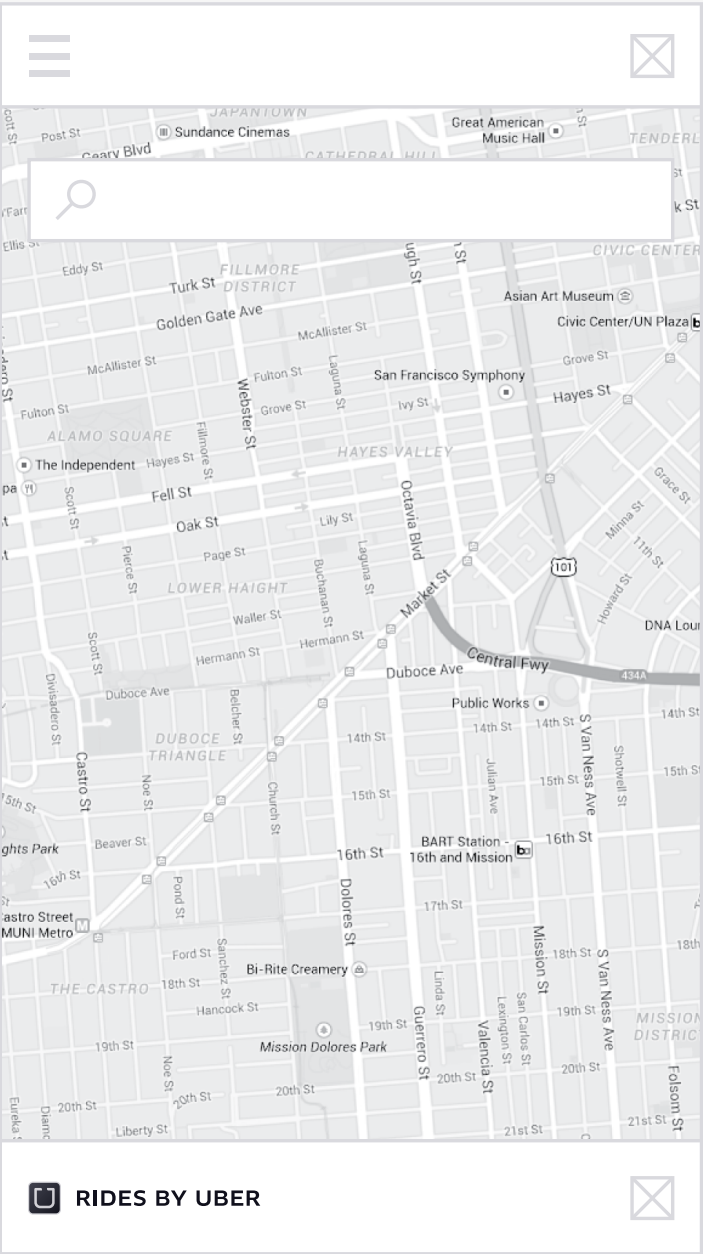
- Only show the status bar when the user is not on the map view
- Use the Uber Badge with the status message
- Give emphasis to the “Arriving Now” state by animating or changing the color of the status bar

正确：

1. 只在用户不在地图模式时展示状态栏
2. 在状态消息里使用Uber标志
3. 通过动画或者状态栏颜色的变化，给予“即将抵达”状态以强调

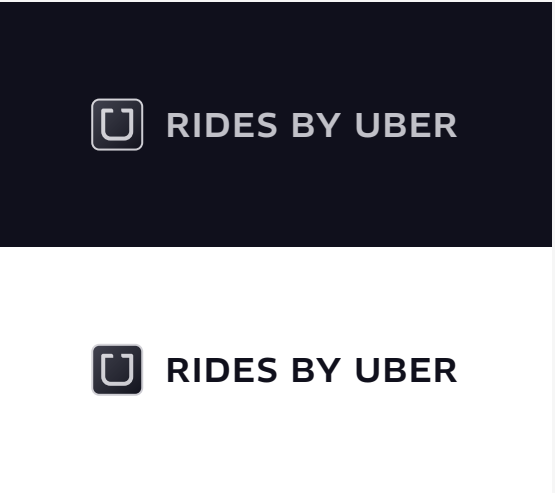
HOW TO  
DISPLAY “RIDES  
BY UBER”

怎样展示“通过Uber乘车”按钮



确认你在应用中展示了Uber功能的集成，使用短语“通过Uber乘车”和Uber标志来让用户更好地理解。

Be sure to attribute the integration to Uber. Use the phrase “Rides by Uber” along with the Uber badge to provide context for your users.



Use the grey lockup on dark backgrounds.

在深色背景上使用灰色  
在浅色背景上使用黑色

Use the black lockup on light backgrounds.



HOW TO  
USE THE  
UBER BADGE

怎样使用Uber标志

PNG

The Uber badge is available in 10 sizes. Do not alter the dimensions or create a custom size.



64 px

58 px

50 px

44 px

36 px

28 px

22 px

16 px

PNG:

提供了10种不同尺寸的Uber标志，不要修改或者创造新的尺寸。

SVG

The SVG files of the Uber badge can be resized as long as they remain proportional.



SVG:

SVG格式的Uber标志可以以固定比例任意缩放。

Uber标志是依据可以清晰辨认、品牌认知度高、产生深刻印象等条件设计的。

The Uber badge has been designed for maximum legibility, brand recognition, and impact.

正确:

DO

保持Uber标志周围足够的空间。

- Maintain clear space around the Uber badge

DON'T

- Alter the Uber badge in any way, including the color, opacity, or proportion
- Use the Uber badge and the Uber logotype together
- Use the U from the Uber badge as a stand-alone asset
- Alter the size of PNG files

错误:

1. 以任何形式调整Uber标志，包括颜色、容量以及比例。

2. 同时使用Uber标志和Uber品牌标准字。

3. 使用Uber标志中的U来作为一个标准设计资源。

4. 修改PNG文件的尺寸。



The clear space around the logotype is determined by the width of the logotype.

怎样使用其它Uber品牌资源

HOW TO USE  
OTHER UBER  
BRAND ASSETS

Do not alter any Uber brand asset, including the color, size, proportion, or opacity.

不要调整任何Uber品牌资源，包括颜色、尺寸或者不透明度

Uber小汽车图标：  
使用对应的小汽车图标来  
在你的应用中展示对应的  
Uber产品

UBER CARS ICONS

Use the appropriate car icons for the Uber products offered in your app.

*These are the U.S. product names. Check [uber.com/cities](https://uber.com/cities) for your local equivalent.*



DROPPED PIN

Users can identify their exact location with the pin.



定位大头针：  
用户可以通过定位大头针轻松了解自己现在的准确位置。