# UBER

# THE UBER BRAND

Our brand is more than the Uber name and logo – it's our
values and our reputation. Every encounter people have with
the Uber brand should reinforce what we stand for, and leave
them with a positive impression. These design and messaging
guidelines will help you ensure all brand expressions look,
feel, and sound Uber.

Staying true to this identity and communicating consistently
across the entire Uber experience makes it easier to build
trust and forge an authentic connection with our audiences.
It's this bond that gives us more influence over public
perception, more loyal advocates, and a more valuable brand.

## LOGOTYPE

The Uber logotype, or wordmark, has evolved just as Uber is evolving. Its simplicity denotes quality and elegance, and it is meant to stand alone. The wordmark should not be paired with the Uber badge.

UBER

UBER

# LOGOTYPE
## COLOR

The logotype should always contrast with the background. There are 4 versions of the logotype to ensure legibility and optimum reproduction quality in all printing processes and digital needs.

**Full color:**
The full color – positive logotype is considered the preferred version, and should be used wherever possible.

**Monochrome:**
When there are a limited number of colors available for reproduction, or the quality of colors is questionable, choose the monochrome version. No other colors besides black or white should be used.

**FULL COLOR – POSITIVE**

UBER

Uber Black
#09091A
PMS BLACK 6
C81 M75 Y58 K78

**FULL COLOR – NEGATIVE**

UBER

Uber White
#C0C0C8
PMS COOL GRAY 2
C24 M20 Y15 K0

**MONOCHROME – POSITIVE**
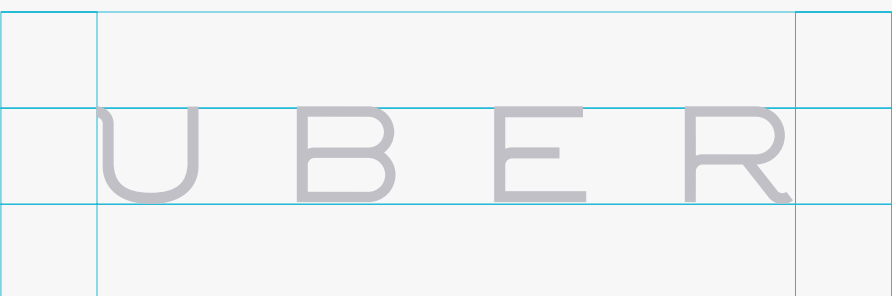
UBER

Pure Black

**MONOCHROME – NEGATIVE**

UBER

Pure White

## LOGOTYPE
## CLEAR SPACE

The clear space around the logotype on all sides should be equal to the height of the letters for maximum legibility and impact.

U B E R

x
x
x
x                    x

U B E R

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure.

## LOGOTYPE
## MINIMUM SIZE

To preserve legibility, the logotype should never be printed smaller than .75" and should never appear at less than 75 pixels in digital formats.

U B E R

75px

U B E R

.75"

# LOGOTYPE
## OTHER LANGUAGES

In some languages, the logotype will require a different visual treatment. Please refer to these guidelines when displaying it alongside non-English characters.

**CHINESE: SIMPLIFIED — POSITIVE**

**CHINESE: SIMPLIFIED — NEGATIVE**

UBER 优步

UBER 优步

179PX

UBER 优步

**Large horizontal lockup**
Use when logo width is less than 180px

180PX

UBER 优步

**Small horizontal lockup**
Use when logo width is 180px or greater

160PX

UBER
优步

**Vertical lockup**
Use when horizontal space is limited

# LOGOTYPE
## IMPROPER USES

The logotype cannot be altered or redrawn in any other way. Previous versions should never be used and the logotype should not appear in a line or block of text. The word Uber should be typed out in body copy.
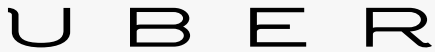
**INCORRECT**

Logotype colors inconsistent with brand standards

Old logo

Letters are stretched out and distorted

Logotype paired with badge
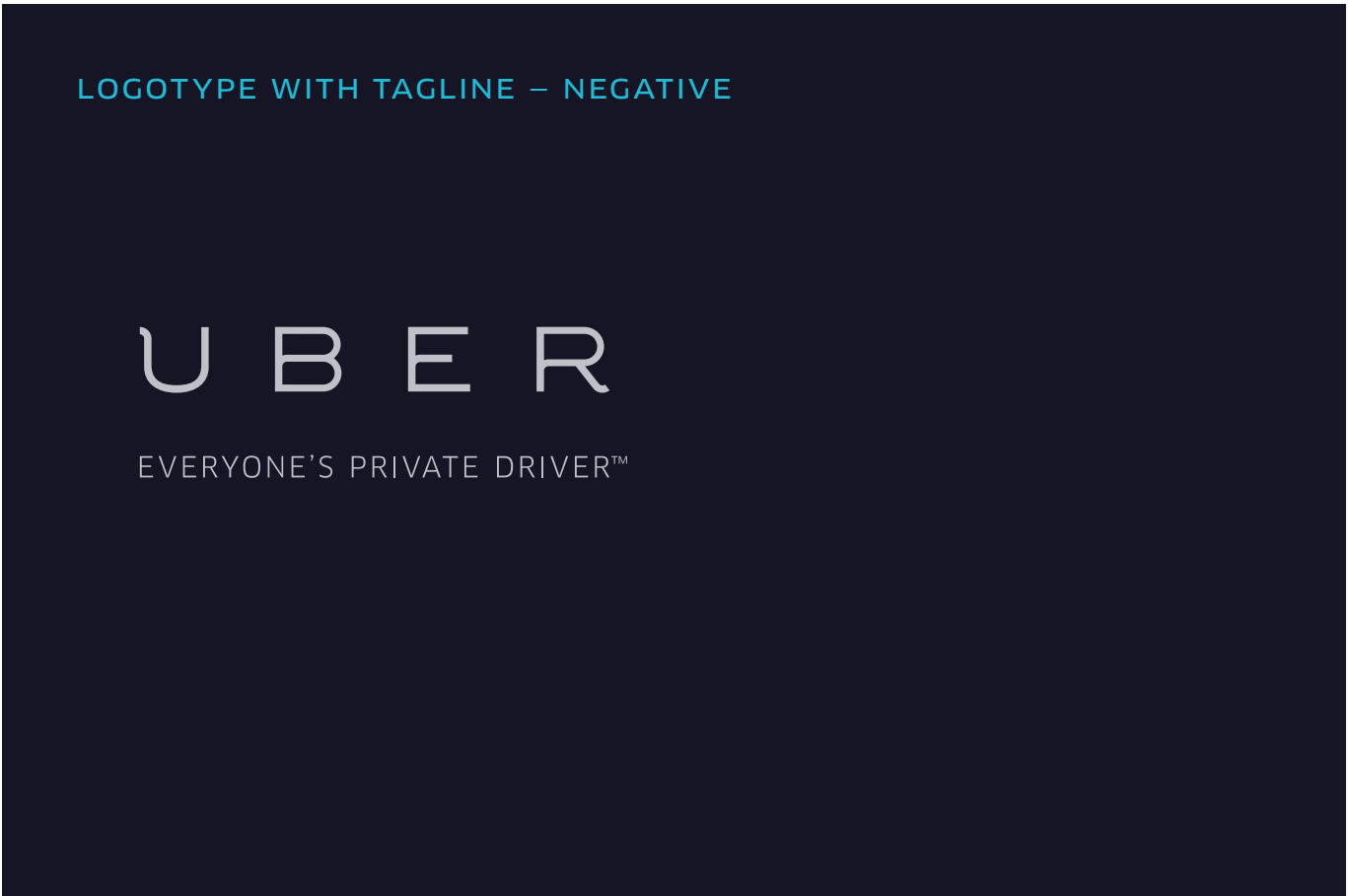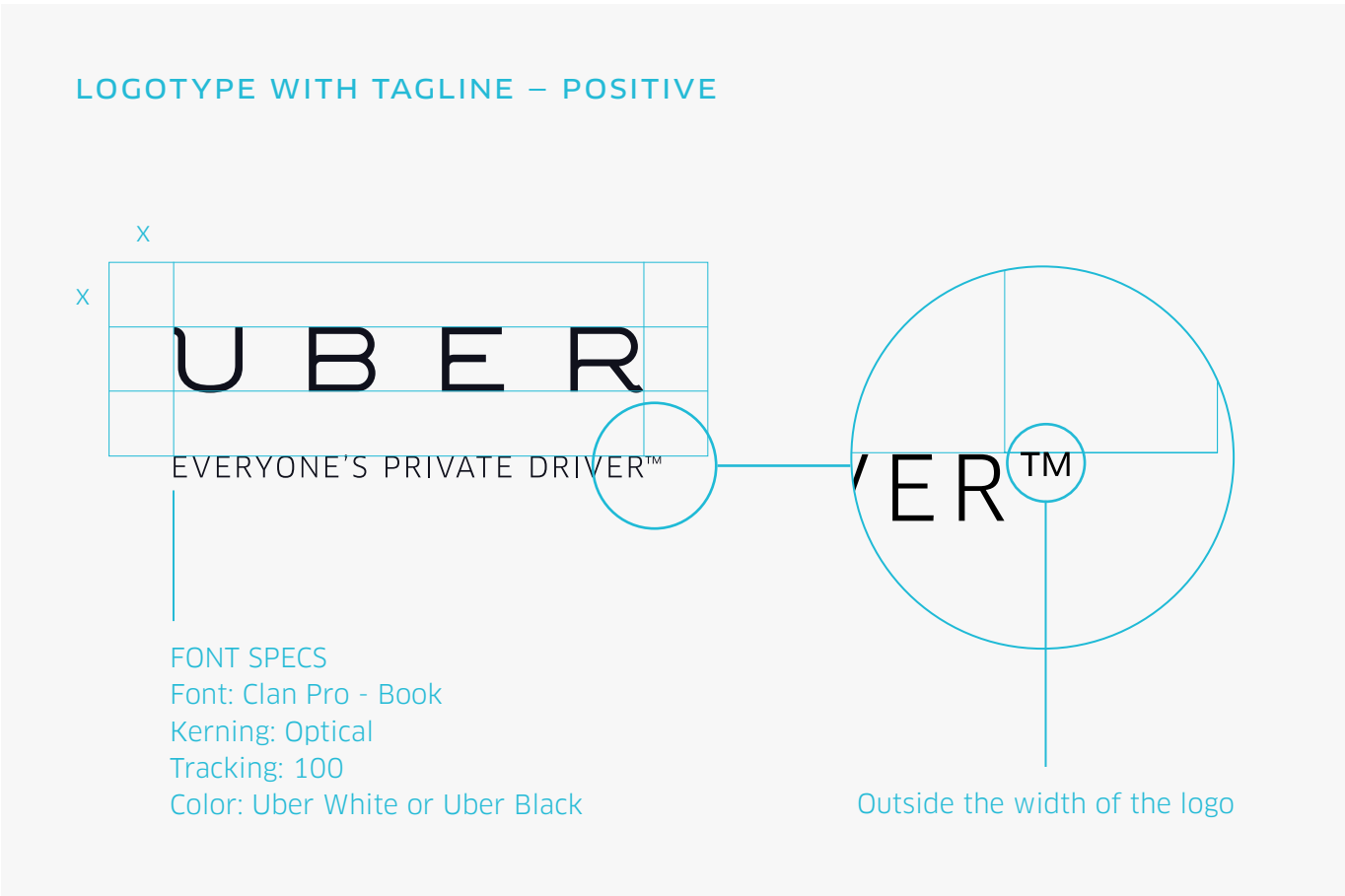
Background colors inconsistent with brand standards

Logotype paired with badge

## LOGOTYPE
## TAGLINE

When the logotype is paired with our tagline, the same guidelines for clear space apply and the two elements should be of equal length.
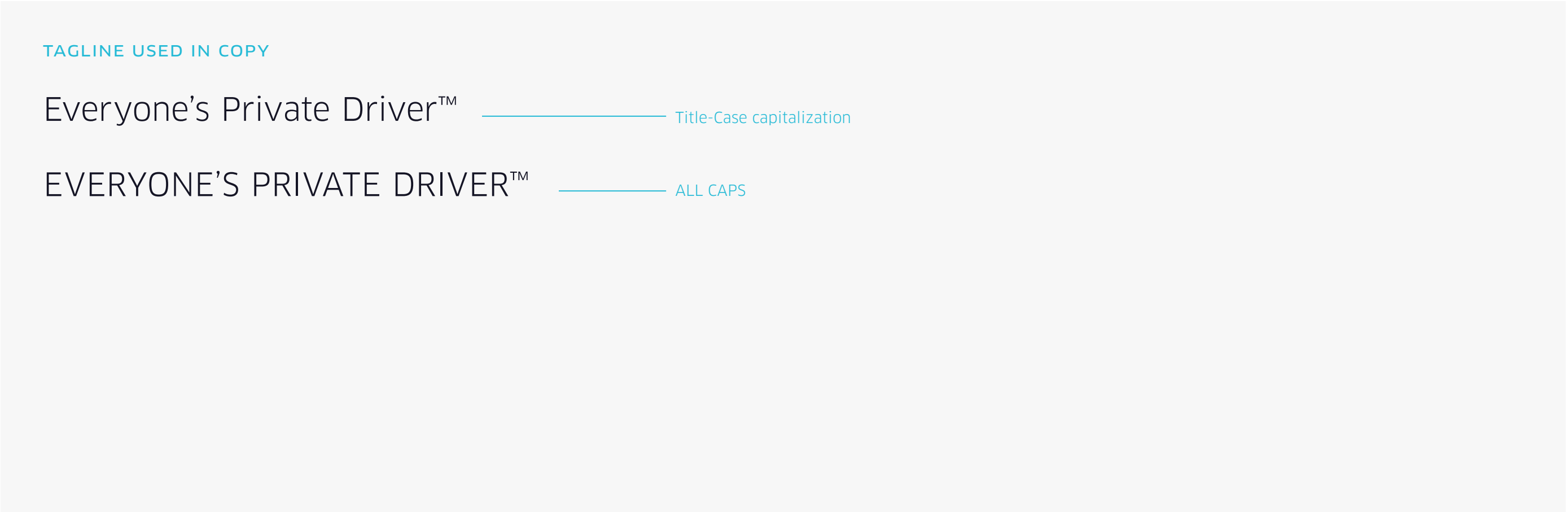
In all instances, the English tagline must always include the (™) trademark symbol.

**LOGOTYPE WITH TAGLINE — POSITIVE**

x

x

# UBER

EVERYONE'S PRIVATE DRIVER™

/ER™

FONT SPECS
Font: Clan Pro - Book
Kerning: Optical
Tracking: 100
Color: Uber White or Uber Black

Outside the width of the logo

**LOGOTYPE WITH TAGLINE — NEGATIVE**

# UBER

EVERYONE'S PRIVATE DRIVER™

## TAGLINE
## IN COPY

If using the tagline on its own, without the logo, it can be written in either title-case capitalization (first letter of each word capitalized) or ALL CAPS.

Always include the trademark symbol (™) when using the English version.

**TAGLINE USED IN COPY**

Everyone's Private Driver™ ——————— Title-Case capitalization

EVERYONE'S PRIVATE DRIVER™ ——————— ALL CAPS

# LOGOTYPE
## TAGLINE —
## FOR VIDEOS

When the logotype with tagline
is used in video, make sure to set
the tagline in Uber Accent Blue,
on an Uber Black background.

All other visual guidelines for
the English version also apply.

UBER

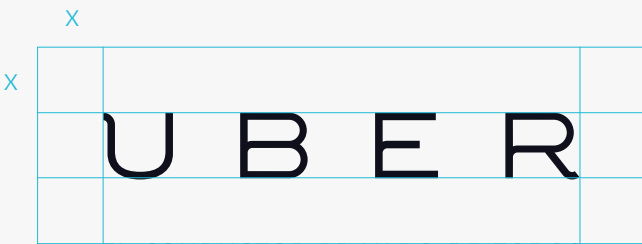EVERYONE'S PRIVATE DRIVER™©

Uber White
#C0C0C8

Uber Accent Blue
#1FBAD6

# LOGOTYPE
## TAGLINE – OTHER LANGUAGES

The tagline may be translated into other languages, but the same visual guidelines for the English version still apply.
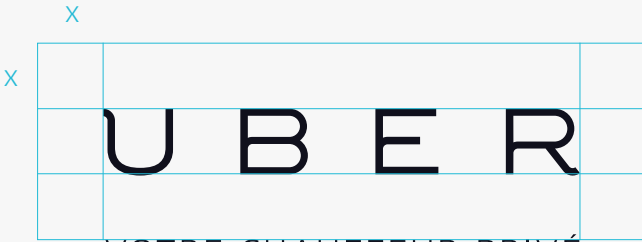
SPANISH

X

X

# UBER

EL CONDUCTOR PRIVADO DE TODOS

FONT SPECS
Font: Clan Pro - Book
Kerning: Optical
Tracking: 100
Color: Uber White or Uber Black

PORTUGUESE

X

X

# UBER

SEU MOTORISTA PARTICULAR

FRENCH

X

X

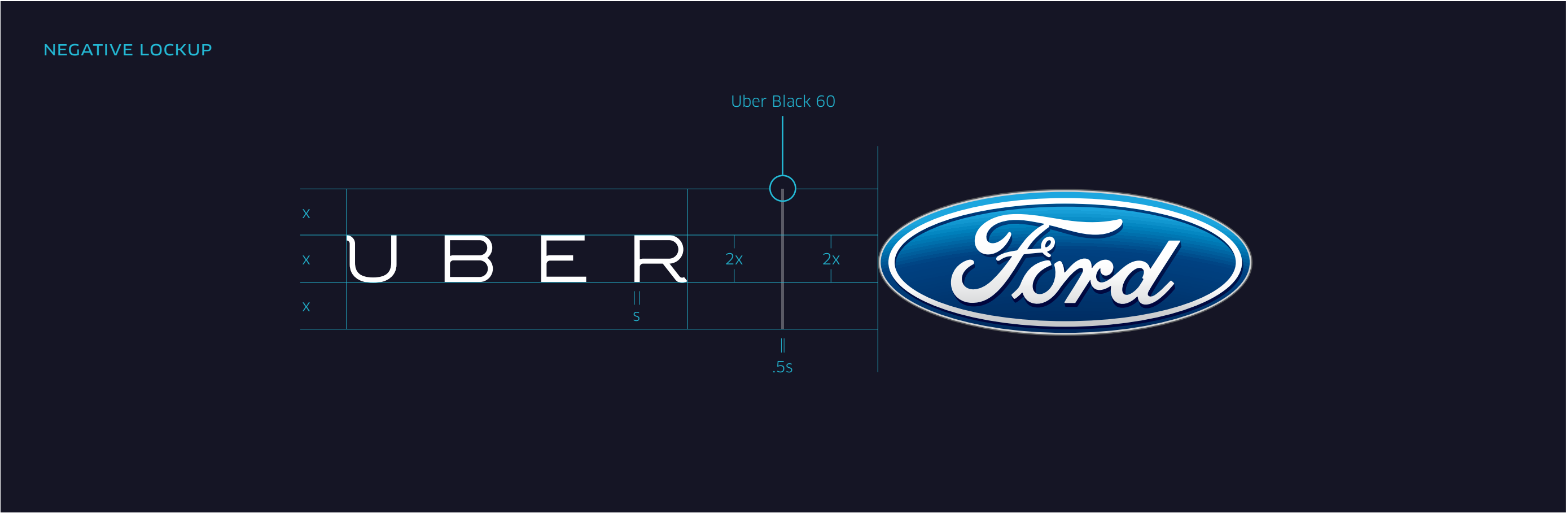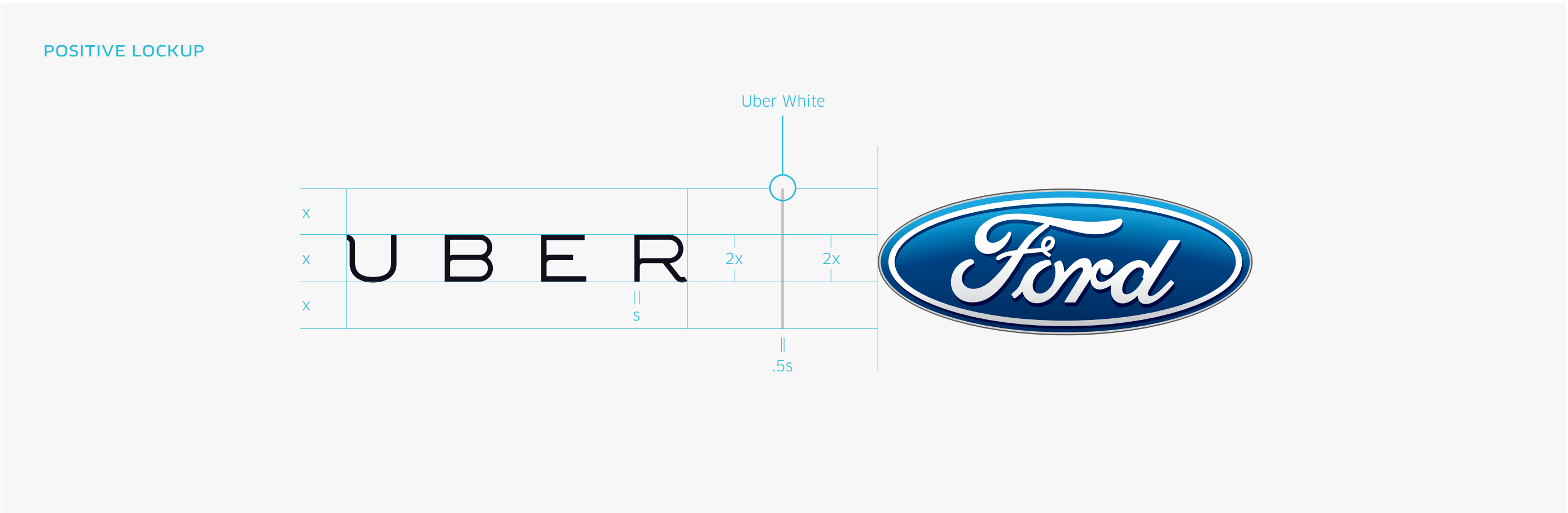# UBER

VOTRE CHAUFFEUR PRIVÉ
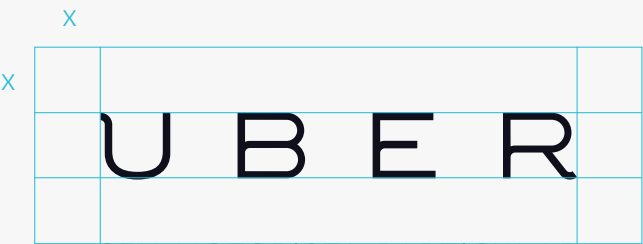
## LOGOTYPE
## PARTNERSHIPS —
## HORIZONTAL LOCKUP

When combining our logotype with
another brand, it should be the same
visual weight as the partner's logo,
separated by a vertical bar.

**POSITIVE LOCKUP**

Uber White

x

x

x

2x          2x

||
s

||
.5s

U B E R

**NEGATIVE LOCKUP**

Uber Black 60

x

x

x

2x          2x

||
s

||
.5s

U B E R

## LOGOTYPE
## PARTNERSHIPS —
## VERTICAL LOCKUP

When horizontal space is restricted,
the vertical lockup should be used instead.
The Uber logotype should be the same
visual weight as the partner's logo,
separated by a horizontal bar.

**POSITIVE LOCKUP**

s
||

x

UBER

2x    —

.5s                          ○————    Uber White

2x    —

Spotify®

**NEGATIVE LOCKUP**

s
||

x

UBER

2x    —

.5s                          ○————    Uber Black 60

2x    —

Spotify®

# LOGOTYPE
## PARTNERSHIPS –
## SIZING & ALIGNMENT

**Partner Logo Sizing**

Partner logos should be scaled inside a 15x by 7x grid and have the same visual weight as the Uber logotype.
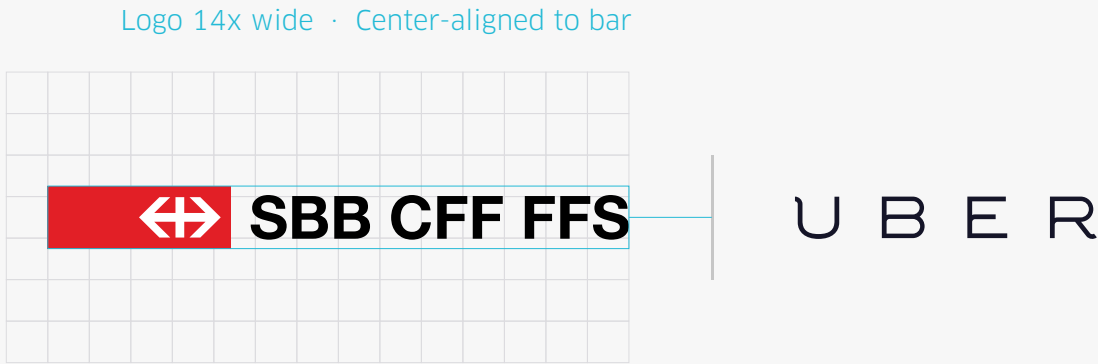
**Logo Alignment**

The majority of logos will work center-aligned with the bar. However, in some cases, more creative lockups must be used for the logos to appear aligned.
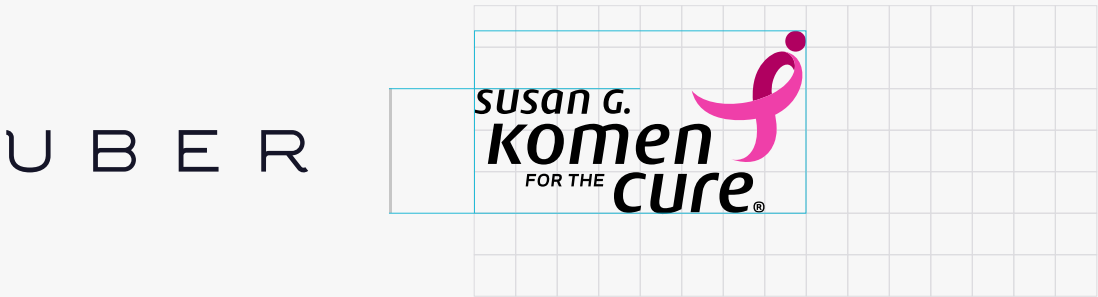
Logo 8x wide · Type aligned to bar

Logo 9x wide · Center-aligned to bar

Logo 14x wide · Center-aligned to bar
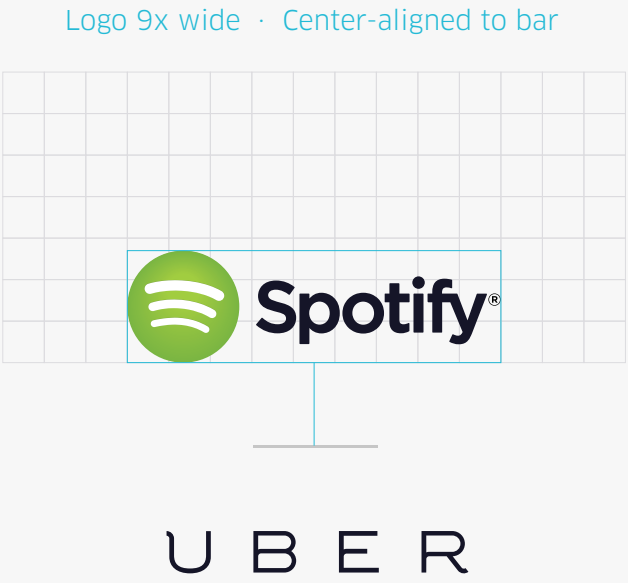
Logo 9x wide · Center-aligned to bar

# LOGOTYPE
## PARTNERSHIPS –
## CLEAR SPACE

The clear space around the lockup on all sides should be equal to 2x the height of the logotype for maximum legibility and impact.
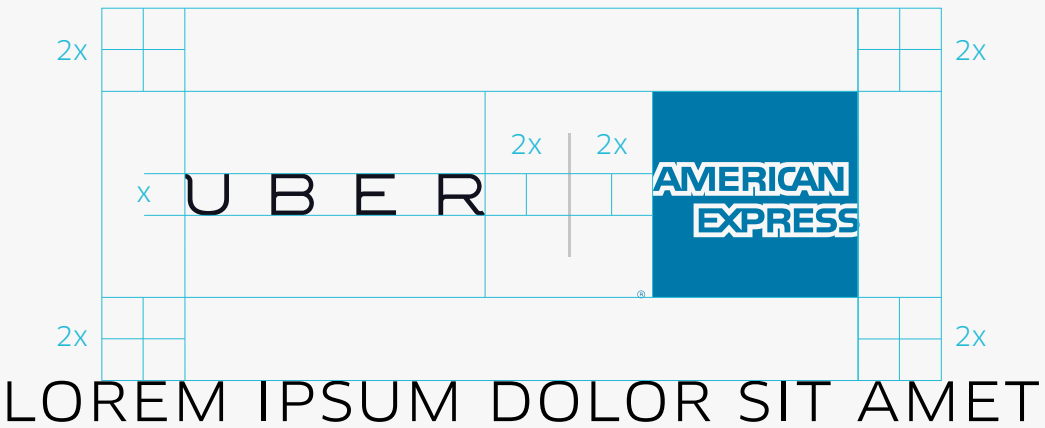


# LOGOTYPE
## PARTNERSHIPS –
## MINIMUM SIZE

To preserve legibility, the logotype should never be printed smaller than .75" and should never appear at less than 75 pixels in digital formats. If, at this size, the partner logo still appears smaller than permitted by the partner's brand guidelines, increase the entire lockup size until it is within the acceptable range.
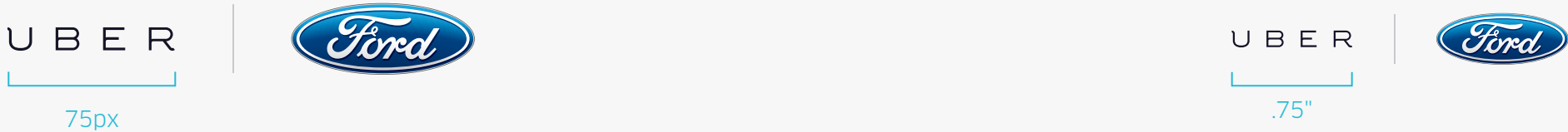
# LOGOTYPE
## PARTNERSHIP TIERS

**Sponsored by Uber**
When Uber is the primary sponsor, the logo should appear to the left of, or above the partner logo.

**Supported by Uber**
When Uber is the secondary sponsor, the logo should appear to the right of, or below the partner logo.

SPONSORED BY UBER

SUPPORTED BY UBER

# BADGES
## USE CASES

These badges are secondary brand marks only. They're not our logo, and should never be paired with the logotype. Use them instead of the logotype only in these specific instances.

### PRIMARY BADGE





Use the primary badge when space is so limited that the logotype will be smaller than the minimum size (75px)

 BUSINESS

Use the primary badge when adding our mark to the descriptor for a separate line of business

### iOS



Use the iOS badge only as the app launcher for iOS devices

### ANDROID



Use the Android badge only as the app launcher for Android devices

# BADGES
## CLEAR SPACE

The clear space around all badges should equate to 4 times the thickness of the character itself (**n**). Maintaining this clear space will ensure maximum brand recognition and impact.

4n

n

4n

4n          4n

# BADGES
## SIZING

The ideal size of the badge in an app is between 20 and 30 pixels. While it has been designed for legibility at very small sizes, it should never appear smaller than 16 pixels.

Ideal size range                    Minimum size

30px                    20px                    16px
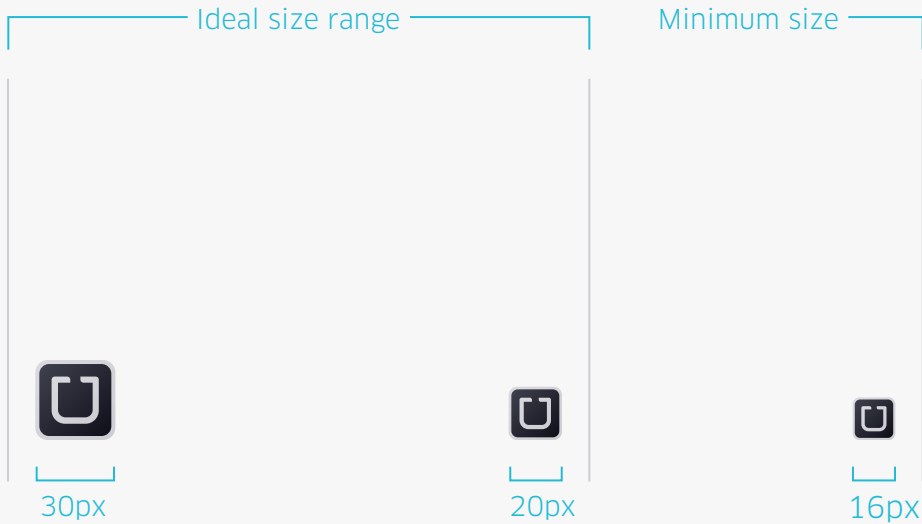
## BRAND COLORS
## OUR PALETTE

Uber Black (100) and Uber White (100) are the primary brand colors.

Uber Accent Blue (100) is our secondary brand color, which should be used sparingly to highlight important information and calls to action. These three primary (100) colors should be the foundation of any branded designs.

The numbered tints of each primary color are best used in complex graphics or illustrations, and to give additional depth to designs.

### PRIMARY BRAND COLORS

#### Uber Black

| 100 | #09091A | C81 M75 Y58 K78 |
| --- | --- | --- |
| | | PMS Black 6 |

#### Uber White

| 100 | #C0C0C8 | C24 M20 Y15 K0 |
| --- | --- | --- |
| | | PMS Cool Grey 2 |

### SECONDARY BRAND COLOR

#### Uber Accent Blue

| 100 | #1FBAD6 | C69 M3 Y13 K0 |
| --- | --- | --- |
| | | PMS 311 |

### COLOR TINTS

| 40 | #9D9DA3 | C41 M34 Y30 K0 |
| --- | --- | --- |
| 60 | #6B6B76 | C60 M53 Y42 K13 |
| 80 | #3A3A48 | C80 M76 Y52 K62 |
| 90 | #222231 | C81 M76 Y53 K63 |
| 95 | #151525 | C84 M78 Y54 K71 |
| 100 | #09091A | C81 M75 Y58 K78 |

| 20 | #F2F2F4 | C4 M3 Y2 K0 |
| --- | --- | --- |
| 40 | #E6E6E9 | C8 M6 Y5 K0 |
| 60 | #D9D9DE | C14 M11 Y8 K0 |
| 80 | #CDCDD3 | C19 M15 Y11 K0 |
| 100 | #C0C0C8 | C24 M20 Y15 K0 |
| 120 | #B2B2BA | C30 M25 Y20 K0 |

### COLOR TINTS

| 20 | #D2F1F7 | C16 M0 Y3 K0 |
| --- | --- | --- |
| 40 | #A5E3EF | C32 M0 Y6 K0 |
| 60 | #79D6E6 | C47 M0 Y10 K0 |
| 80 | #4CC8DE | C60 M0 Y13 K0 |
| 100 | #1FBAD6 | C69 M3 Y13 K0 |
| 120 | #1EACC7 | C73 M11 Y18 K0 |

## BRAND COLORS
## OUR PALETTE –
## SECONDARY
## UI COLORS

The Secondary UI Colors are reserved for status notifications and certain buttons. They are not considered brand colors, and should be used only for these UI elements – not as background or accent colors in marketing communications.

### SECONDARY UI COLORS

Red

| 100 | #F32F00 |

Green

| 100 | #27AA0B |

Yellow

| 100 | #FFC000 |

White

| 100 | #FFFFFF |

### EXAMPLES

Red

●●●○○ UBER 📶    9:23 PM    100% 🔋
❌ Negative feedback toast goes here…

Green

●●●○○ UBER 📶    9:23 PM    100% 🔋
✅ Positive feedback toast goes here…

Yellow

●●●○○ UBER 📶    9:23 PM    100% 🔋
⚠️ Alert feedback toast goes here…

## BRAND COLORS
## COLOR WEIGHT —
## PRIMARY

Uber Black is our most frequently used brand color. The dark hue makes lighter type easy to read. Uber White should be used about a third as often as Uber Black. Uber Blue is an accent color reserved for specific applications denoted in the overview of our palette at the beginning of this section; use it sparingly.
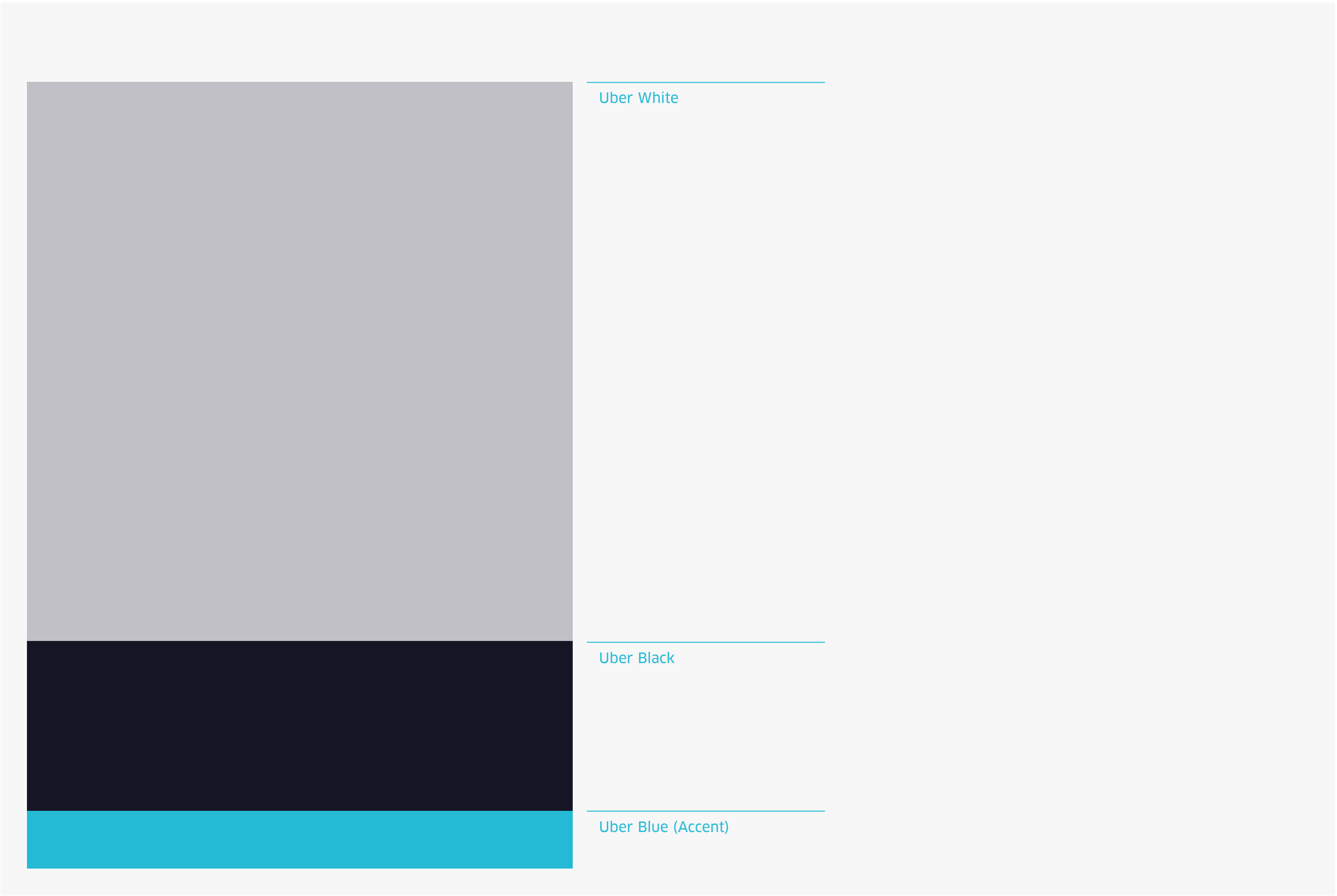
Uber Black

Uber White

Uber Blue (Accent)

## BRAND COLORS
## COLOR WEIGHT –
## SECONDARY

There are a few instances where Uber White is used more than Uber Black. In these scenarios, the color ratio is simply inverted.

Uber White

Uber Black

Uber Blue (Accent)

# FONTS
## PRIMARY TYPEFACE

**FF Clan**

Uber's primary typeface is FF Clan. It should be used every time it is available.

### REGULAR

UBR
THIN
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
NEWS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

### NARROW

UBR
NARROW THIN
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
NARROW NEWS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
NARROW MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

### WIDE

UBR
WIDE BOOK
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
WIDE NEWS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
WIDE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

# FONTS
## SECONDARY
## & TERTIARY TYPEFACE

**Helvetica Neue**
Uber's secondary typeface is
Helvetica Neue. vThis should be used
anytime FF Clan is not available.

**Helvetica**
Uber's tertiary typeface is Helvetica.
This should be used anytime
both FF Clan and Helvetica Neue
are not available.

### HELVETICA NEUE

UBR
THIN
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
NEWS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**UBR**
**MEDIUM**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

### HELVETICA

UBR
LIGHT
ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz

UBR
REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
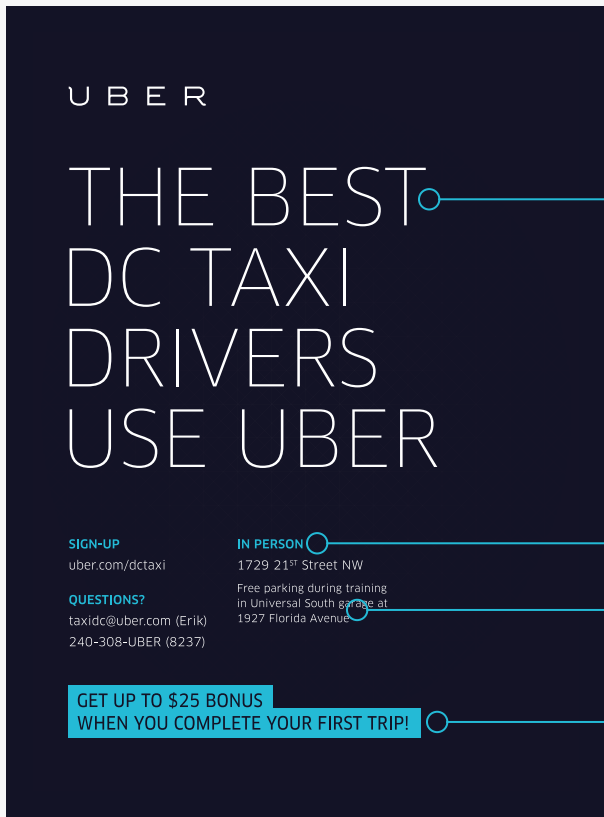abcdefghijklmnopqrstuvwxyz

**UBR**
**BOLD**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

## FONTS
## TYPOGRAPHIC HIERARCHY

Creating hierarchy within typography is key for emphasizing the most important messages.

There should never be more than three weights and/or four sizes of type used in a single design.

**LAYOUT EXAMPLE**

UBER

# THE BEST DC TAXI DRIVERS USE UBER

1

**SIGN-UP**
uber.com/dctaxi

**IN PERSON**
1729 21ST Street NW

Free parking during training in Universal South garage at 1927 Florida Avenue.

**QUESTIONS?**
taxidc@uber.com (Erik)
240-308-UBER (8237)

2

3

GET UP TO $25 BONUS
WHEN YOU COMPLETE YOUR FIRST TRIP!

4

① DISPLAY:

# UBER ROCKS!

Clan Pro - Thin

② HEADER:

## UBER RULES NYC

Clan Pro - Narrow Medium

③ BODY COPY:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum est ante, tempus ac fermentum sed, mollis in lacus. Curabitur nec velit nec libero aliquet varius.

Clan Pro - Book

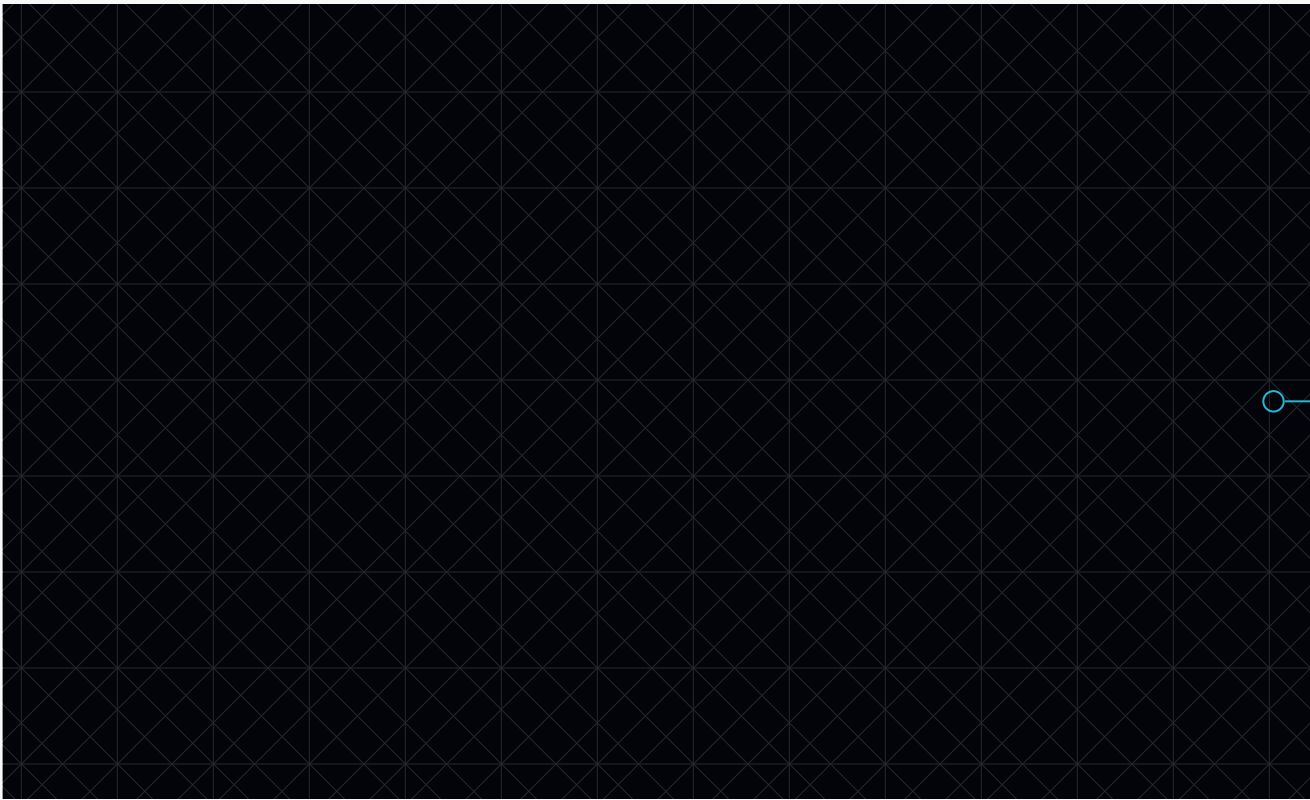④ PROMOCODE:

USE PROMO CODE
## UBERPROMO

Clan Pro - Medium

## SUPPORTING VISUALS
## THE GRID

Do not skew or alter the grid.
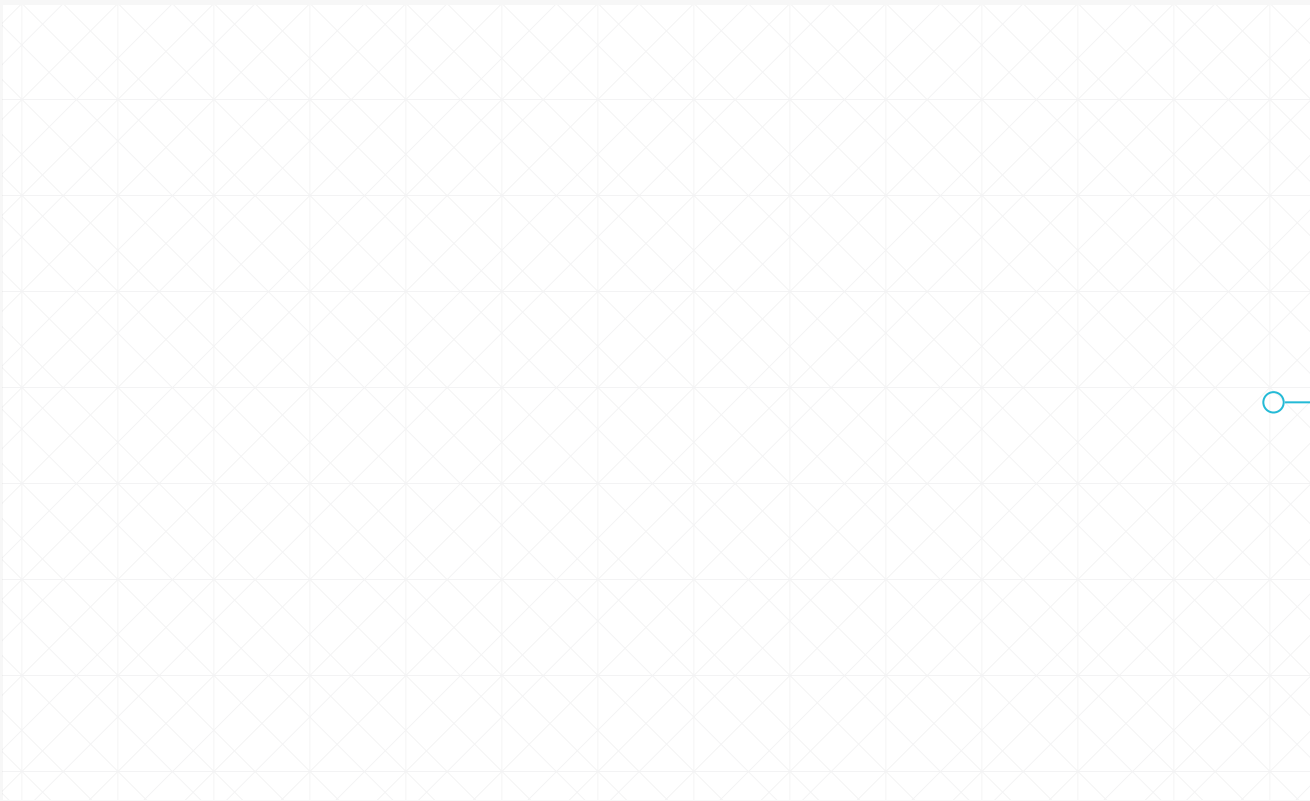
**Uber Black 20% opacity**
When laid over a light background, the grid should be Uber Black, set at 20% opacity.

**Uber White 30% opacity**
When laid over a dark background, the grid should be Uber White, set at 30% opacity.

## SUPPORTING VISUALS
### THE DOT

The dot is used to highlight information, and should only identify a single data point per design.
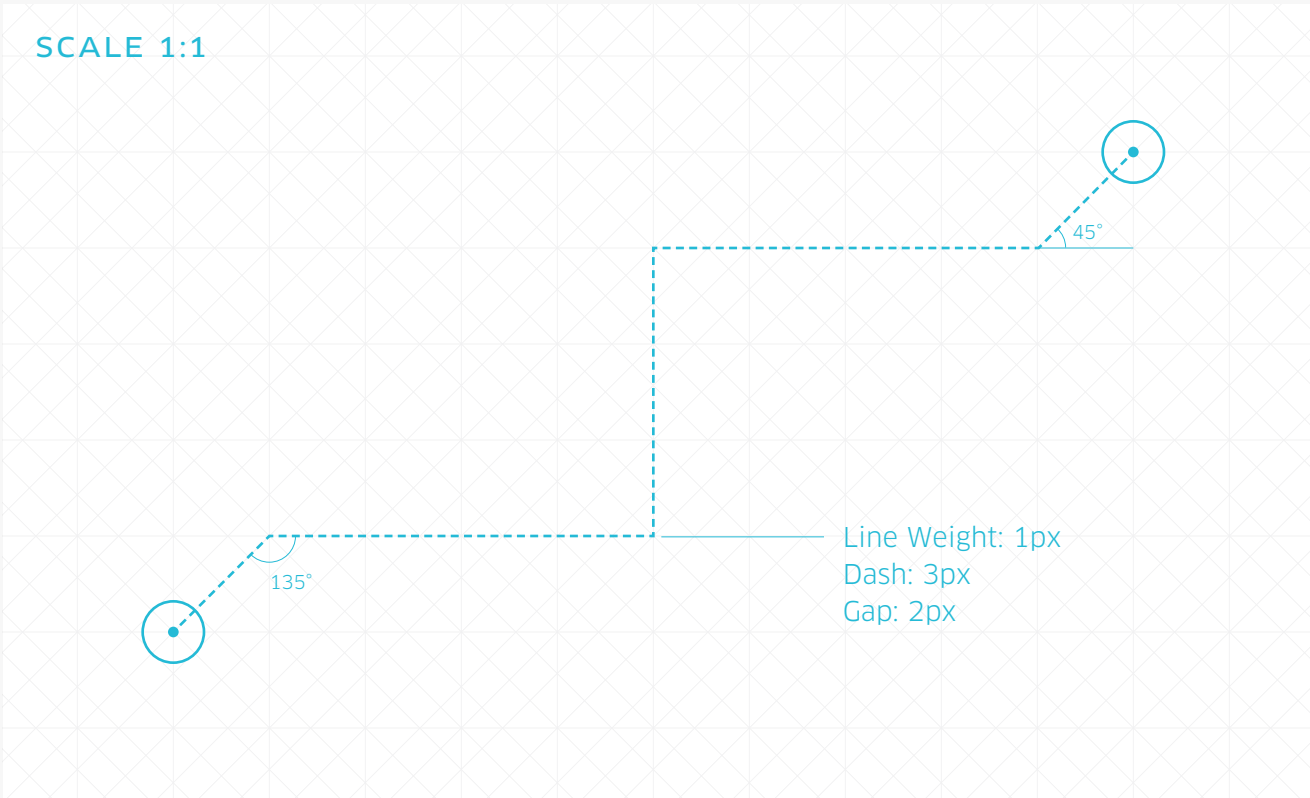
24px

4px

1px
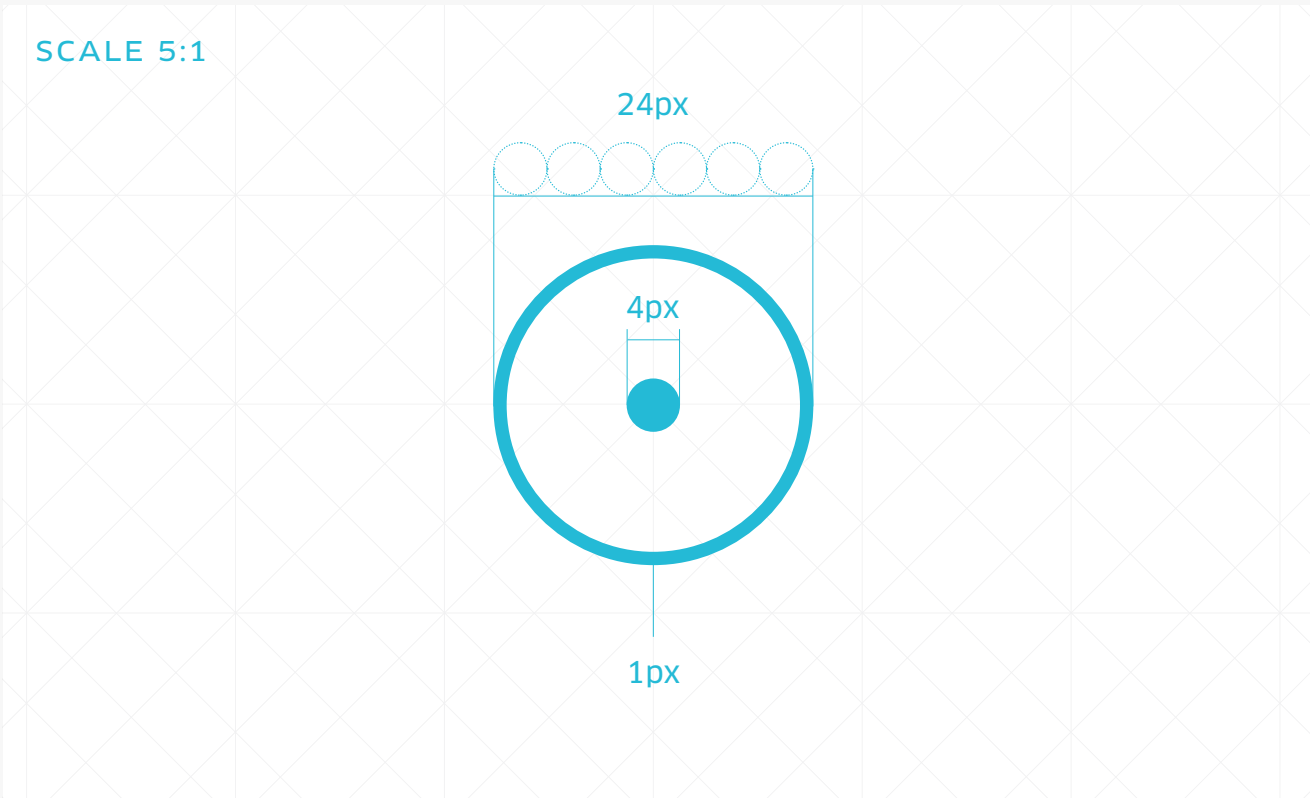
### The Dot

The center, filled-dot should be drawn 4px in diameter.

The outer ring has a diameter that is 6 times the width of the dot in the center, or 24px.

The outer ring should have a line weight of 1px with no fill.

## SUPPORTING VISUALS
### THE LINE

The line is used to show connections between Dots.

45°

135°

Line Weight: 1px
Dash: 3px
Gap: 2px

### The Line

The dashed line always intersects the dot at a 45 degree angle and only travels horizontally, vertically, and at 45 degree angles.
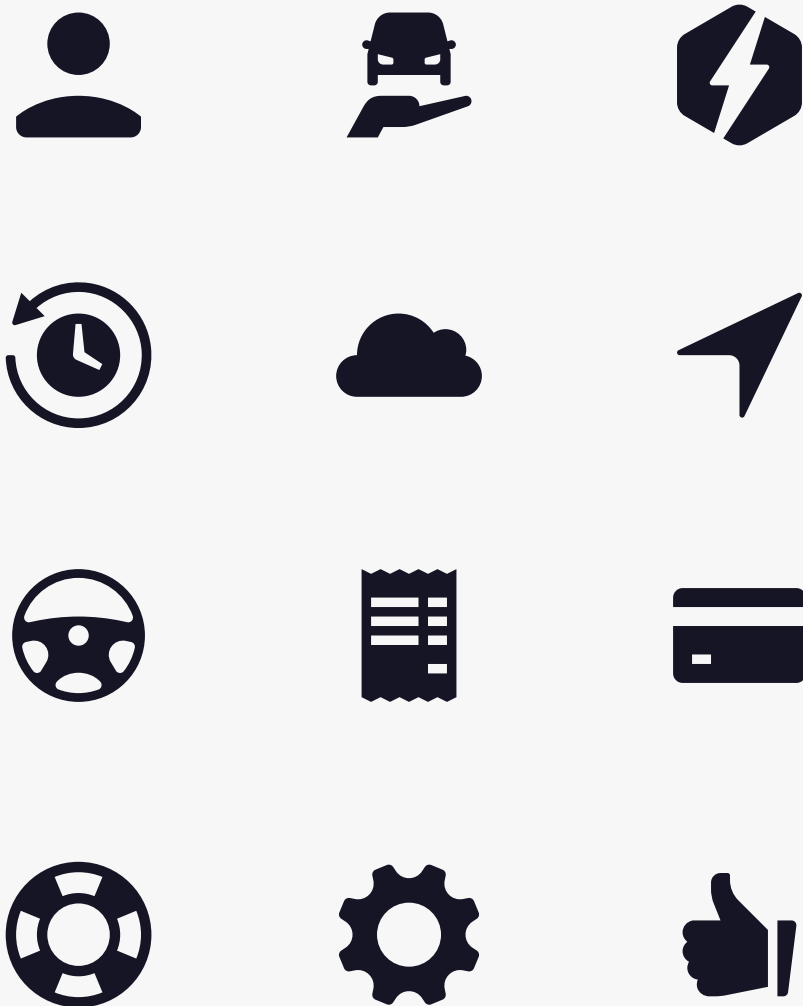
Every dash should be the same length, and the space between them should be .75x the dash length.
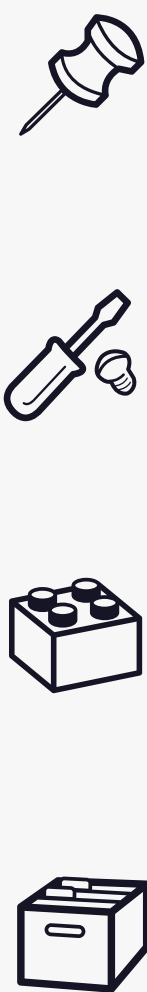
# SUPPORTING VISUALS
## ICON STYLE

Uber icons are flat and monochromatic. On mobile devices, we often place them inside circles.

They should always be shown as front or side views, never at an angle (including ¾ views) or in a 3D style.

**CORRECT**

**INCORRECT**

## SUPPORTING VISUALS
### STORE BADGES

When referencing where to download the app, use the 'Available on the App Store' and 'Android App on Google Play' buttons.



## SUPPORTING VISUALS
### SOCIAL ICONS

These icons should be used every time one is trying to direct riders or drivers to Uber's social media outlets.

# THANK YOU.

QUESTIONS? brand@uber.com