

Lyft Brand Guidelines



Welcome to the Lyft Brand Guidelines

We're glad you made it here. This is the place to find the basic elements that make up the Lyft brand. In this guide, we'll give you the scoop on how to use our marks, we'll share our logo style, and we'll show you our colors. Let's hop to it.

The Lyft Marks

HOW TO USE THE LYFT MARKS

- **Our marks are made for sharing.** As long as you don't use them to mislead people. Don't use the marks to suggest partnership, sponsorship, affiliation, or endorsement by Lyft, especially if one doesn't exist. Don't use the marks in a way that confuses Lyft with another brand. For example, don't use them as your online profile picture, or as your favicon.
- **Our products, websites, names, and logos are our property. Please treat them with respect.** Don't use them, in whole or in part, as a part of your company or service name, application, product name, domain name, website name, trade name, or social media profiles. Don't apply for any trademarks or domains that include all or part of the Lyft marks.
- **There's a right way to link to Lyft.** We recommend using our logo — as long as it's the same version and colors as specified in this guide. We'll get to those specs in the next section.
- **Is it a Lyft, or a ride?** It's a ride. Or a Lyft ride. It's never a Lyft. So, instead of saying, "Take a Lyft to the ballpark," you should say, "Take a Lyft ride to ballpark."
- **Give us a shout at brandpermissions@lyft.com if you want to use our marks in your advertising, promotions, sales materials, or merchandise.** We want to make sure Lyft is represented authentically in any websites, products, packaging, merchandise, manuals, or other tangible goods for commercial or product use.
- **Be kind with our marks.** Don't use the Lyft marks to disparage Lyft, or any of our products or services, in any way which, in Lyft's sole discretion, may diminish or tarnish the goodwill of our trademarks, or violates our Terms of Service.

For a complete set of rules and examples about referring Lyft, please visit lyft.com/terms/referrals.

HOW TO USE THE LYFT LOGO

- The Lyft logo comes in 3 versions.
- Please use only our official, unmodified files to represent our brand. You can get the files [here](#).
- When using our brand materials, please include the statement: "Lyft and the Lyft logo are trademarks of Lyft, Inc."



PINK TEXT ON WHITE BACKGROUND

This is our main logo. We always display it on white backgrounds.

WHITE TEXT ON PINK BACKGROUND

The white logo works best on colored backgrounds with enough contrast for the logo to pop.

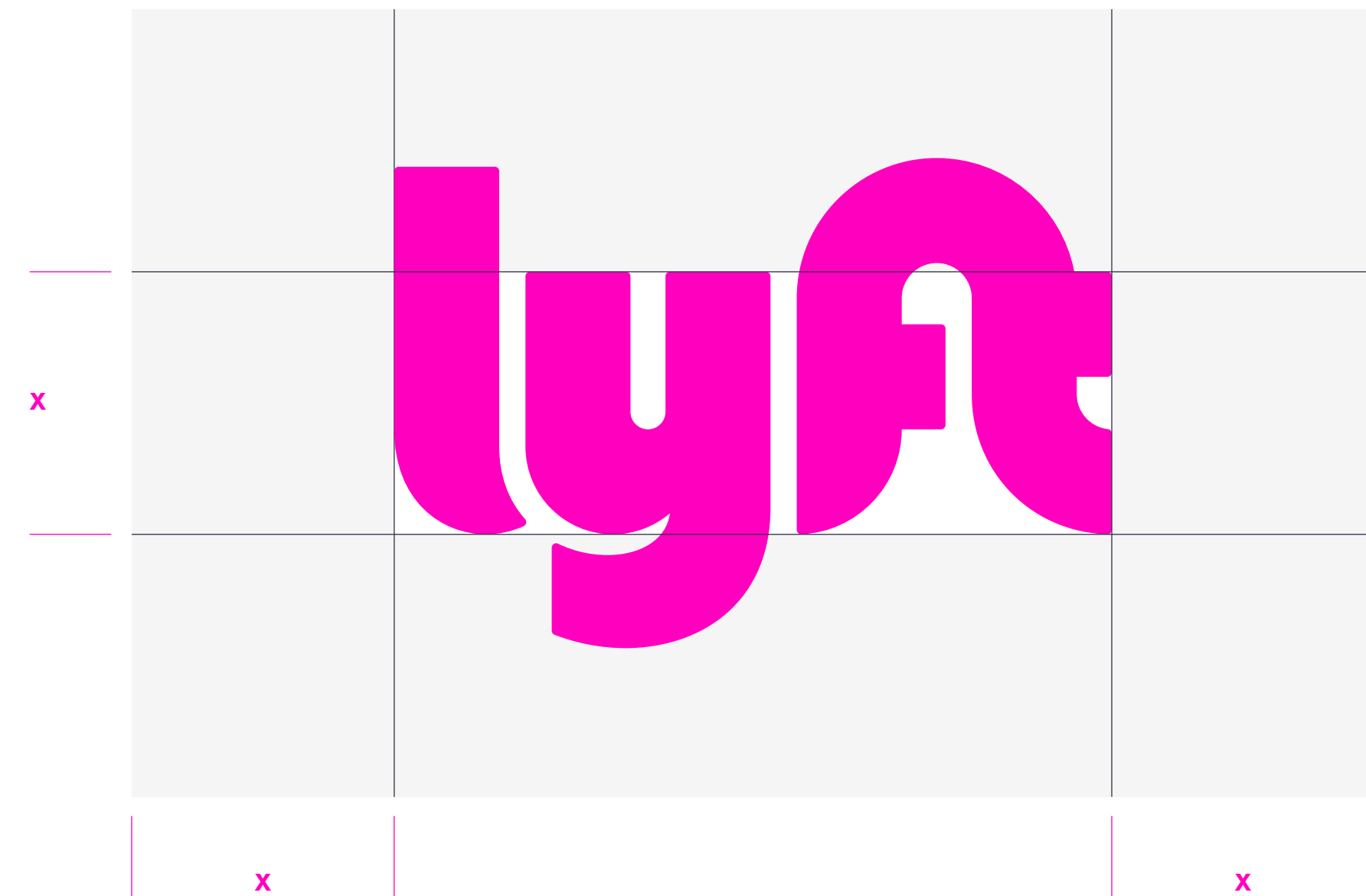
CHARCOAL TEXT ON WHITE BACKGROUND

The gray logo works best on light colored backgrounds.

The Lyft Marks

LOGO SPACING

If you use the Lyft logo with something else (other logos, trademarks, copy, illustrations, graphic elements, or photography), give it some room to breathe. Don't crowd it with other logos, imagery, or text. You can use the graphic on this page as a guide.

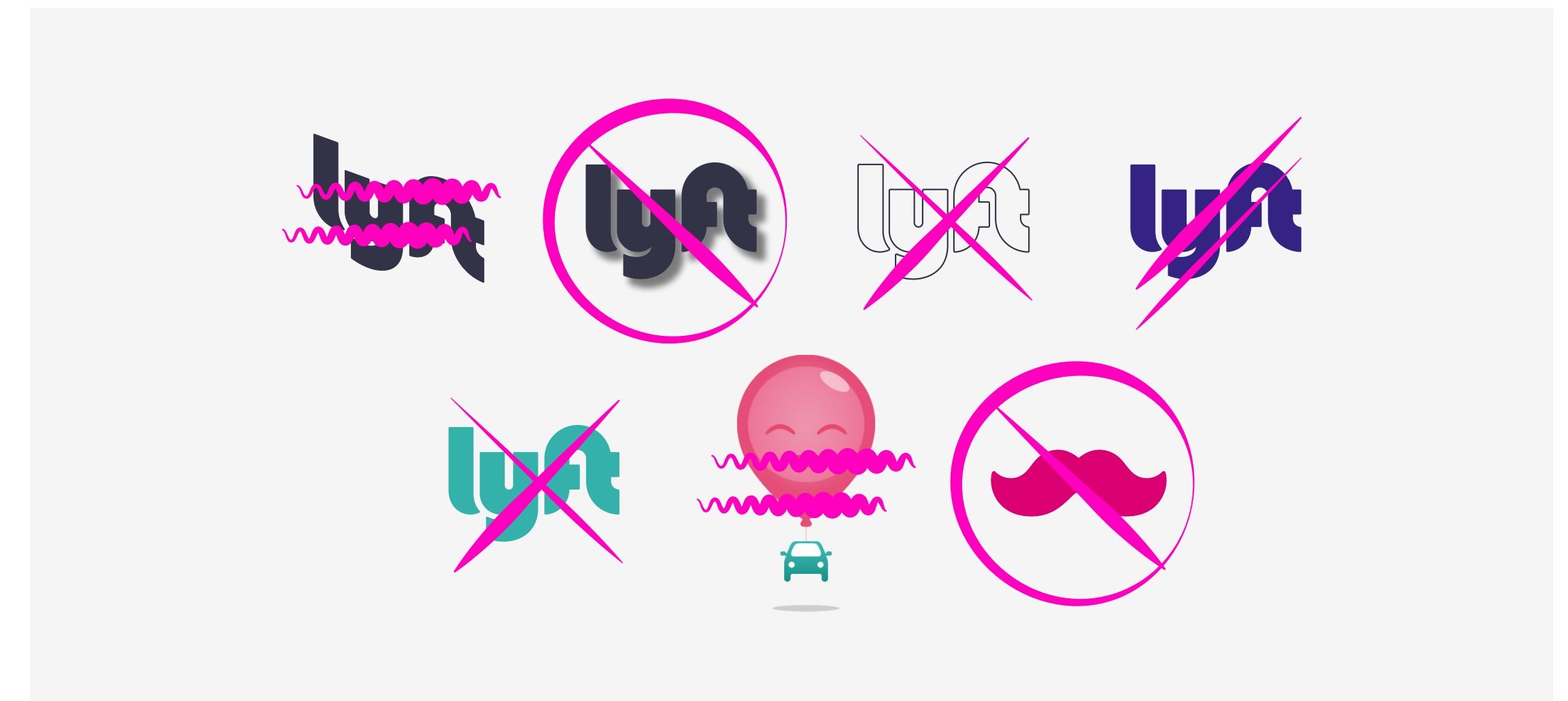


LOGO DON'TS

We love our logo just the way it is. Please don't edit or modify it. That means any rotating, overlaying, distorting, reconfiguring, recoloring, text editing, or other changes may not be applied to our logo.

- No drop shadows
- No warping or skewing
- Never in mulberry

Old Marks: Our old marks have settled into retirement, where we'd like to keep them.





Color

HOW TO USE LYFT COLORS

Our palette consists of bright splashes on a foundation of neutral hues. In our world, black is not black and white is not white. We start with a very dark gray and a subtle silver. Pink is how we shout.

OFF-WHITE

PMS 649
CMYK : 4, 3, 1, 0
RGB: 243, 243, 245
#F3F3F5

CHARCOAL

PMS 533
CMYK : 90, 82, 45, 47
RGB: 51, 52, 71
#333347

LYFT PINK

PMS Neon 813
CMYK : 0, 100, 0, 0
RGB: 255, 0, 191
#FF00BF

MULBERRY

PMS 2735
CMYK : 100, 100, 0, 0
RGB: 53, 35, 132
#352384

You're ready to hit the road

We're glad you stopped by to learn about our brand guidelines. If you ever have a question that we didn't answer here, you can reach us at brandpermissions@lyft.com.

