

To help keep this document comment-free, please send questions to the [Uber Editorial Style Slack channel](#) or [Heidi Jones](#). Add ideas for new or revised entries to [Slido](#) (140328). Thanks!

If column formatting ever looks incorrect, please refresh this document.

Uber Editorial Style Guide

Overview

This is the essential reference to Uber's editorial style, offering usage and grammar rules for editors and content creators across the company.

It's a work in progress—and it always will be, as a living, breathing reflection of our evolving language and business.

The style guide is meant to enable a level of quality and consistency in our writing that helps people use and enjoy our products. This kind of consistency is crucial to reassuring users that we're reliable and we pay attention to the details.

Applying Uber's editorial style brings an added bit of magic to Uber's words, letting content be so seamless that readers can focus on, and be inspired by, the innovative ideas behind the words.

Editing at Uber

Tl;dr: copy editors sweat the small stuff.

Yes, copy editors proofread copy. But the craft of copy editing is so much more than correcting spelling and punctuation. We're entrusted with:

- Enforcing Uber's style
- Dialing in Uber's tone and voice
- Streamlining copy
- Simplifying what's complex
- Questioning logic
- Applying editorial judgment to know when it's OK to be flexible
- Helping to make sure claims are substantiated and facts are correct
- Focusing on the aesthetics of the words and design together
- Using our network and curiosity to stay current on everything Uber, bringing consistency not only to our individual teams but also around the org

Copy editors at Uber are the standard-bearers of quality. And we're leading a movement to share our practices and processes across the company. Keep reading to see how you can help share the collective knowledge.

Using this guide

This is your North Star for consistency. Look to it frequently. Challenge yourself to learn an entry every day.

To suggest a new entry or an edit, add it to [this Slido](#) (code 140328). Uber's Style Panel comprises editorial representatives of teams across the org who review the Slido questions and provide input that helps maintain this guide. They meet biweekly to share perspectives on style issues and offer recommendations. In alternating weeks, a smaller group of copy editors deliberates on that input to make final style decisions.

Our goal: #OneUberStyle.

More resources

If you don't see a word or topic covered in Uber's guide, try one of these places:

- **Slack:** Poll fellow content mavens on an issue you've encountered, open a discussion, or share a resource or a grammar meme at the [Uber Editorial Style Slack channel](#).
- **Dictionary:** Uber's dictionary is [Lexico](#) (previously called the *Oxford English Dictionary*). When searching, be sure to choose the right version (US or UK English). If you can't find a word there or it isn't adequately addressed, our backup dictionary is [Merriam-Webster](#).
- **Style reference:** Check the vast [Chicago Manual of Style](#). (To join Uber's account, talk to [Heidi Jones](#), Copy Editor for our Web team.)
- **Uber's brand tone of voice guidelines:** You can find them [here](#).
- **Newsletter:** Uber.com Copy Editor [Heidi Jones](#) publishes a newsletter about all things style called [Style Pool](#). Write to her to subscribe.
- **UX Word List:** This searchable, easy-to-filter [word list](#) addresses correct usage of terms in the apps, as well as UX-specific style guidance.
- **Base Mobile writing guidelines:** [Here](#) are tips for writing in the Uber apps.
- **Legal preferred terminology:** Find the guidelines on Teamdot [here](#), and they're also linked under *L* in this style guide. (EXTs might not be able to access.)
- **Additional style rules outside the US:** Please refer to the [Localization appendix](#) and the [Localization Style Guides](#). If an item in this Uber Editorial Style Guide contradicts a language style guide, defer to the language guide. You can also search the [Master Glossary](#) in 48 languages (updated monthly). Still in doubt? Contact a [Language Quality Program Manager](#) (LQPgM) or go to Localization's [Slack channel](#) (#localization).

A

abbreviations, acronyms, and initialisms

If you're wondering whether to use an abbreviation, acronym, or initialism

- Spell out most words whenever possible, but ...
- Default to the shortened version if it's the more common usage (use your editorial judgment, keeping your audience in mind; see a list of examples below)
- Where space is a serious concern, use abbreviations
- If an abbreviation, acronym, or initialism is uncommon, use the abbreviation and place the expanded name in parentheses directly after; for later references, use the abbreviation
- Use sentence case for acronyms that are words
- For accessibility-friendly copy (such as anything read by screen readers, like aria labels on websites), spell out words so that the meaning is clear
- But overall, note that abbreviations, acronyms, and initialisms are challenging for localization because they're specific to languages and cultures and take up space to spell out (if you must abbreviate, please explain in the Rosetta key description—for example, does “min” mean “minutes” or “minimum”?)



- URL
- point, pound, mile, kilometer
- Do I need a TCP (transportation charter party) license to drive?
- zip code



- Uniform resource locator
- pt, lb, mi, km
- Do I need a transportation charter party (TCP) license to drive?
- ZIP code

For country, state, city, and province names

- Use standard 2-letter abbreviations with no periods
- Always use commas to set city/state, city/province, city/country names apart
- Exception: avoid using such abbreviations in hashtags; it can cause confusing or awkward hashtag phrases



- US, UK, ON, NYC
- #ParisFranceID
- Uber is available in Kyoto, JP, and Tucson, AZ.



- U.S., U.K., Ont., N.Y.C.
- #ParisFRID
- Uber Eats is arriving now in Charlottesville, VA and Dublin, IE.

Abbreviations/acronyms/initialisms commonly used at Uber (as letters; never spelled out)

- DMV = Department of Motor Vehicles
- ID = identification
- PIN = personal identification number
- WAV = wheelchair-accessible vehicle
- Submit suggestions for more to note here at the [Style Panel Slido](#) (140328)

See [trucking acronyms](#) used by Uber Freight.

absolutes

- Avoid using any words that imply an absolute
- Avoid superlatives



- Often cheaper than a taxi (if true)
- Safety is a priority
- Busy hours to drive
- Peak hours to drive



- Most affordable
- Safest
- Best time to drive
- Always

account access

New user

Register

Existing user

Sign in

Rider accounts

Can be

Locked

Suspended

Are not

Banned

Driver accounts

Can be

Deactivated

Are not

Banned

Terminated

am and pm/AM and PM

Because capital letters are easier for people who drive and deliver to see, Product and the apps use a space and capital letters. On the other hand, lowercase letters are seen as friendlier in marketing, education, and similar materials. No matter the use case, don't punctuate.

Product/apps



- 7 AM
- 8:30 PM



- 7 am
- 8:30 P.M.
- 9PM

Marketing, education, and more



- 7am
- 8:30pm



- 7AM
- 8:30p.m.
- 9 pm

ampersands

- Don't use ampersands (&) in body copy
- Spell out "and" where possible in subject lines and headlines

When dealing with critical space constraints

- Use an ampersand only when necessary
- If using an ampersand, keep its usage consistent across the comm (especially among heads and subheads)
- Don't ever use a plus sign (+) to replace "and" or an ampersand
 - But OK to use in narrative or numerical equations
- Only use "&" as a last resort when combining 3 or more items and "and" won't fit (in this case, don't use a serial comma before the ampersand)

app

Uber has a variety of apps. When possible, we should say just **the app** (lowercase) when it's clear from context whether we're referring to the app for drivers, riders, Uber Eats, Uber Freight, etc.

When we need to distinguish the app for riders from another one, it's best to say **the app** or **the Uber app**. Steer clear of **Rider app** except in extreme cases that might cause confusion.



- the app
- the Driver app (in LatAm, use "the Uber app")
- the Uber Driver app (use only in the context of app stores)
- the Uber app (only if very clear this refers to the app for riders)
- the Uber Eats app, the Uber Freight app
- the Rider app (only if absolutely necessary for clarity)



- driver app, Driver App, The Driver App
- rider app, Rider App, The Rider App

See [Driver app](#).

arrival time

This phrase is most commonly used to refer to the amount of time it takes for the driver to arrive at the pickup location. In some cases, it can refer to the time it takes for the rider to arrive at the destination. To avoid confusion, be specific about who is arriving.

See [ETA](#) and [pickup time](#).

Australian, Canadian, Irish, New Zealand, and UK spelling

Some teams use US English as their global English version. If you're writing or converting content for an English-speaking audience in Australia, Canada, Ireland, New Zealand, or the UK, note the difference in spelling of these commonly used words:

US

Cancellation, canceled
Center
Color
Favorite
Flavor
License (noun)
Neighborhood
Traveling

ANZ/Canada/Ireland/UK

Cancellation, cancelled
Centre
Colour
Favourite
Flavour
Licence (noun), but licensing, licensed
Neighbourhood
Travelling

Canada and the US spell "authorize" with a "z"; it's "authorise" in ANZ, Ireland, and UK.

For more about differences, bookmark [Lexico's "British and American spelling" page](#). See also [toward](#).

B

Black

At Uber, we capitalize the "B" when using "Black" to describe people in this racial group.



- Our Black colleagues



- London's black residents


See [White](#).

bold

Use bold text for UI (user interface) elements. To emphasize importance, use the guidelines in the [italics](#) or [emphasis](#) entries of this guide.

- In copy, bold any word that the reader is instructed to tap, select, choose, swipe, navigate to, etc. Also bold any UI elements that the user would encounter on their navigational journey (even if they're selecting a circle next to it).
- Carets are optional to use with 3 or more items in a series when indicating a path.
- Don't bold the mention/name of an icon. Instead, provide an image of the icon in parens.



- Click **Submit**.
- Tap **Help** in the app. Select **Uber Eats Pro**, then tap **Rewards**.
- Tap the new share icon () to send Mom a tracking link.
- Go to **Account > App Settings > Accessibility**.



- Choose Earnings to see your balance.
- Tap "Add promo code."
- Tap the new **share** icon to send Mom a tracking link.

See [emphasis](#), [GO](#), and [italics](#).

bonus

For driver communications

Use **reward**, **offer**, **extra earnings**, **promotions**, **opportunities to earn more**, or **additional earnings opportunities** instead of **bonus**.



- Make an extra \$500 for taking 20 trips.



- Make a \$1,000 bonus for taking 40 trips.

For rider communications

Bonus is fine.

C

capitalization

All Uber products have their own capitalization rules and may trump the guidelines below. See the [Uber ride options](#) entry for specific rules on capitalizing vehicle-related product names.

ALL CAPS

EVERY LETTER IS CAPITALIZED.

Use it for

- GO button
- Promo codes for Uber Eats

See [GO](#).

Title Case

The First Letter of All Nouns/Pronouns, Verbs, and Adjectives/Adverbs Is Capitalized.

Capitalize

- Is and It (verb and pronoun, respectively)
- First and last words of the sentence (no matter what parts of speech)
- Both words of a hyphenated phrase (Introducing On-Demand Dinner)

Don't capitalize

- Articles (a, an, the)
- Prepositions with fewer than 4 letters (such as: for, in, of, to)
- Conjunctions (and, but, nor, or, so, yet)

Use it for

- Legal document titles
- Titles of other large documents (major reports, regular newsletters)
- Official product and feature names, as specified by their teams
- Professional titles/job titles
- Blog: title tag in the Yoast SEO plugin, meta title
- CRM/Marketing: Helix card label
- Uber.com: title tag in page settings in Chameleon
- Not much else—see below



- Service Animal Policy; Uber Rewards Program Terms
- Freight Focus; the Quarterly Bite
- Share My Trip; Uber Black; Uber Movement; Vehicle Solutions
- Chief Executive Officer Dara Khosrowshahi; Susan Anderson, General Manager of Uber for Business; Head of Uber Freight Lior Ron; she is Senior Editor

Sentence case

The first letter of the sentence is capitalized.

Use it for

- All app copy
- Headlines and titles
- Subheadings
- Body copy
- CTAs



- Uber Eats launch markets
- A global platform for all your business needs
- Verify payment

carriers vs. drivers

Carriers (also called motor carriers or contracted third-party motor carriers) transport property for compensation. A motor carrier may commonly be referred to as a trucking company. It is always an entity (never a person).

- Uber Freight is not a motor carrier
- Uber Freight is a non-asset-based third-party logistics (3PL) broker that arranges for the transportation of freight
- Uber Freight contracts with carriers to arrange for the transportation of freight on behalf of shippers

Drivers (also called commercial drivers, truck drivers, and occasionally truckers) have an employment or independent contractor relationship with a motor carrier. Drivers who are owner-operators can also be carriers (or the business owners). Drivers drive for carriers. Uber Freight is not a carrier. Therefore, drivers do not drive for Uber Freight.

- Uber Freight does not have a contractual relationship (other than [Terms of Use](#) and [Privacy Notice](#) in-app and on the website) with drivers

Uber Freight works only with carriers; Uber Freight never works directly with drivers.



- Uber Freight matches carriers with shippers, loads, or shipments
- Uber Freight pays carriers; Uber Freight engages carriers
- With Uber Freight, the rate you see is the rate we pay the carrier
- A carrier's drivers; carriers and their drivers
- Carriers move loads
- Carriers sign up for Uber Freight Plus
- Drivers wait at facilities



- Uber Freight matches drivers with shippers
- Uber Freight pays drivers; Uber Freight pays you within 7 days
- Drive with Uber Freight; drive for Uber Freight
- Uber Freight drivers, our drivers
- Drivers receive detention pay

Central

This term, which refers to a dashboard where Uber for Business customers can coordinate rides for their customers and guests, is unbranded. So capitalize it as a product name, but do not use "Uber" before it.

codes

Be careful about using the right words to refer to the code you're talking about. None of these are proper nouns, so they don't need to be capitalized.

- **Invite code:** an invite code is what a new user gets from a friend to use Uber (technically, it's the same code as the referral code but has a different name for the person being invited). Usually, it results in a ride discount or driver incentive.
 - Don't use **referral code**—it's too technical, and drivers have a hard time understanding it
 - Don't use **promo code** interchangeably with **invite code**; they aren't the same
- **Promo code:** a promo code is a special offer for limited-time discounts or promotions, not for general rider or driver referrals.
- **Referral code:** a referral code is what existing users share with new users to get credits, or what drivers use to refer other drivers (in driver comms, these are called "invite codes"). Use **invite code** instead. It's more casual, user-centric language and is often easier for drivers to understand than **referral code**.

A note from Legal (US): most codes will have terms attached; make sure the user is directed to those terms. Check out the [Legal Hub](#) for details.

colons

Follow the colon rules established by the [Chicago Manual of Style](#). When a colon is used in a sentence (or fragment, such as in a subject line), lowercase the first word after the colon unless:

- The next word is a proper noun (although continue to follow capitalization rules for all Uber brands; see the [Uber ride options](#) entry)
- The colon is introducing 2 or more sentences
- The colon is introducing speech in dialogue
- The sentence being introduced is a question

commas

- Use the Oxford (or serial) comma—the comma before a conjunction (and, or, but) in a list
- Use a comma before "which" (nonrestrictive) but not "that" (restrictive)
- Use a comma after "e.g." and "i.e." (although it's best to change to words like "for example"/"for instance" or "that is," respectively, to be more conversational)
- Use a pair of commas to set off part of a date (day, month, and/or year) when another part is also given
- Use a pair of commas to set off part of a location (city, state/province, region, country, continent) when another part is also given



- Credit will automatically be applied to your next Uber Black, Uber Pool, or UberX trip.
- Our Amsterdam office is located on the Amstel, which is the main river running into the city.
- The office that we recently opened is in Mission Bay.
- We identify vehicle details, including fuel type (e.g., diesel, gasoline, compressed natural gas, hydrogen, or electricity).
- My favorite co-worker is a dog, Garbanzo.
- Carnival kicked off on Friday, March 1, 2019, in Rio.



- Request rides, meals and deliveries from one platform.
- We relaunched our Global Self-ID survey that asks Uber employees to voluntarily share with granularity how they identify.
- Most Base Web components are released with the default component, that supports controlled usage.
- We may receive requests for an undefined number of users based on a specific set of parameters (i.e. date and time, geography).
- She sent an email to Uber CFO, Nelson Chai.
- Riders in Charlotte, North Carolina were the blog post's audience.

Other rules

There are plenty of other rules about how to use commas. If you've got a question that's not covered here, we recommend checking the [Chicago Manual of Style](#) or [Lexico](#) to make sure you're using commas correctly.

commission

Don't use this term. The percentage that Uber gets from drivers is a service fee for using the Uber platform.



- Service fee
- Fee to use the Driver app



- Licensing fee
- Commission

contractions

We generally want communications to feel casual and conversational, not stiff and formal. Using contractions helps set that tone. Don't use contractions where the words would be easier to read when written out.



- It's
- You're
- Let's
- Don't
- Can't
- Who have
- We've, you've



- It is
- You are
- Let us
- It'll
- What're
- Who've

COVID-19

Use this term, in all caps, when referring to the specific disease, instead of “coronavirus,” which refers to a larger family of viruses. This follows [WHO](#) and [CDC](#) usage. For more Uber guidelines about COVID-related terms, see the word list linked below.



- COVID-19
- COVID (OK on second reference)



- Covid-19
- covid-19
- COVID 19

See [COVID-19 word list](#).

credit and credits

- When we refer to UI, say it exactly as it's written: credits
- Otherwise, it's OK to use “credit” or “credits” interchangeably, depending on sentence and context
- When talking about credit as in credit cards, though, it's always singular

credit card

See [payment and payment method](#).

CTAs (calls to action)

CTAs (whether buttons or in-line links) should clearly and accurately set expectations of what happens next and be specific about the action required. Follow these tips:

- Start most with a descriptive verb like [Claim](#), [Start](#), [Join](#)
 - Some outliers: instances of confirming (I agree), declining, taking positive action, taking destructive action (Delete), navigation, and progressive disclosure (More)

- 2 notes from Legal (US):
 - If you can't actually start doing something from the next page, you shouldn't use "Start" ("Start driving" doesn't work, for instance, if the person still has to do a background check)
 - When talking to drivers, do not make CTAs overly directive
- Be descriptive about what the person will see after tapping the button
 - Although acceptable, try to be more descriptive than [Tap here](#) or [Learn more](#)
 - For instance: [See how it works](#) or [Explore ride options](#)
- When using pronouns, use second person ([your](#)), not first ([my](#))
- Only add urgency when there's an actual deadline
 - Don't overuse, for example, [Act fast](#) and [Now](#)
- Use sentence case
- Don't use punctuation
 - If punctuation follows a CTA that is hyperlinked text, don't include the punctuation in the hyperlink
- "Tap" and "Touch" are generally used for mobile interfaces and "Click" for desktop (like Uber for Business)
- Keep them short—20 characters or less



- Get directions
- Review your order
- See how it works
- Next
- Tap, Touch
- Click (for desktop interfaces)
- Use Uber Freight



- Read more.
- Review my order
- Reserve Bike
- save
- Press, Push
- Let's ____ (to drivers/delivery people)
- Drive for Uber Freight

See [capitalization](#).

cultural references

Acceptable use

- Generic (nonspecific) references: make a less-specific reference, so that people get it without you having to say it.
- Brands: use only if we have an agreement with the brand owner that permits the particular use of the brand (if it isn't clear whether the agreement permits the use, contact marketing-legal@uber.com or ipteam@uber.com). Even if we have an agreement, some brands may require approval of each instance of their marks.
- Landmarks/events
 - Public: in the US, it's generally OK to reference public (government-owned) events and landmarks, but some countries prohibit the use of public landmarks without permission (for example, permission is needed in France to use an image of the Eiffel Tower).

- Private: it's generally not OK to reference private landmarks/events, unless solely for the purpose of providing directions and/or identifying a geographical location for drivers, riders, and delivery people.
- Public domain: some very old (more than 95 years) works of authorship (literature, music, visual art) are no longer protected by copyright and are free for anyone to use.
 - Please consult [this table](#) to help determine whether a particular work is in the public domain; if you have any doubt, contact ipteam@uber.com.

Don't reference by name

- Actors/celebrities
- Fictional personalities
- Brands where no agreement exists between the brand's owner and Uber that permits use of the brand
- Professional sports teams/venues/events
 - A note from Legal (US): it's permissible to reference a venue if solely for directional purposes (such as "For pickups at AT&T Park, riders should go to X.")



- The world champs
- The big game
- McDonald's (if permitted by Uber Eats agreement)
- George Washington
- Mardi Gras
- St. Louis Arch
- The State of the Union address
- Paul Bunyan
- *The Wizard of Oz* (book; > 95 years)



- World Series Champion SF Giants
- Super Bowl
- Rolex
- Cadillac
- Ryan Gosling
- Coachella
- The Eiffel Tower; Chesapeake Energy Arena
- Mickey Mouse
- *The Wizard of Oz* (movie; < 95 years)

D

dashboard

This is an interface where an Uber platform user can manage various functions from one place. Uber has various kinds of dashboards across many lines of business. For some, "dashboard" is part of the product name; in that case, it would be capitalized. All others, and generic uses of the word, would be lowercase. Some examples:

- dashboard
- Various generic uses across Uber: [Central dashboard](#), driver dashboard, facility insights dashboard, [Uber Health dashboard](#), [Vouchers dashboard](#)
- [Uber for Business Dashboard](#) (note: not "Uber for Business's Dashboard"): this is the main dashboard for Uber for Business admins
- Note: Restaurant Dashboard is now called Uber Eats Orders

dashes

Em dash (—)

- In general, use to connect 2 phrases (or end a sentence) when you're setting off an amplifying or explanatory element, especially a sudden break in thought
- Don't leave spaces surrounding an em dash
- Don't use 2 hyphens (--)
- To insert the symbol on a Mac, use shift-option-hyphen; on PC: alt-0151



- Please show your appreciation with a tip—a little kindness can go a long way.



- Here's the best part—you don't need to do anything new. (use a colon instead)
- Building this platform has required a willingness to reinvent — sometimes even disrupt — ourselves.

En dash (–)

- The most common use of the en dash (slightly longer than a hyphen) is with compound adjectives to signal a link across more than 2 words
- To insert the symbol on a Mac, use option-hyphen; on PC: alt-0150



- Uber is a San Francisco–based technology company.



- Did you read the Dara Khosrowshahi-written op-ed?

See [hyphens](#).

dates and times

Days/months/years

- In body copy and wherever there's room, spell out the month
- Don't use ordinals when writing out the date with the month (May 31, not May 31st)
 - Except in cases such as "You'll get an update on the 1st and 15th of each month."
- Use commas to separate days and years (no comma if any part of the date is omitted)
- Add an "s" without an apostrophe when referring to a set of years, like a decade
- Use full years and a hyphen when giving a date range
- When space is tight:
 - OK to abbreviate months using the first 3 letters without a period (for June and July, do this only when 2 or more months are in proximity)
 - OK to abbreviate days using the first 3 letters without a period
 - Use digits and slashes when there are space constraints
 - Slashes are classic and easier for people who drive and deliver to read
 - US uses MM/DD/YYYY, but many audiences outside the US put the day first (DD/MM/YYYY); use what your audience does
 - Use the full year when possible
 - Don't add useless zeros



- Get up to \$10 off rides on January 1, all over Austin.
- Dec 31
- The 1st of the month
- On May 10, 2019, Uber went public.
- Request an Uber trip on July 4 and get \$10.
- 1990s or '90s
- Mon Tue Wed Thu Fri Sat Sun
- 25/12/2020 or 25 December 2020 (outside the US)
- 7/5/2010 (US)
- 2022-2023



- January 1st
- Dec. 31
- On April 3, 2018 we announced that the Fuel Card will be discontinued.
- The April 24, Fuel Card deadline is almost here.
- 1990's
- Mon. Tue. Wed. Thu. Fri. Sat. Sun.
- 12/25/20
- 07/05/2010
- 2022-23, 2022-23

Hours

- Use am or pm (marketing); AM or PM (apps)
- Between the number and time of day: no space (marketing); space (apps)
- Avoid 12am and 12pm; write out “midnight” and “noon” to avoid confusion
- Time zone abbreviations
 - Especially if there’s an expiration or deadline, clarify by including local time zone
 - Use the time zone, even in city-specific comms, for legal, localization, and user experience reasons
 - In the US and Canada: use 2-letter abbreviations (PT/MT/CT/ET/GT); don’t use standard/daylight time (PST, PDT) because it would need updating every 6 months
 - In other countries: follow local guidelines (Australia, for example, generally uses 4-letter abbreviations, such as AEST)



- 11am ET (11 AM in-app)
- Contest ends Sunday, 11am ET
- Midnight
- Noon



- 11:00am, 11a.m., 11AM, 11 a.m.
- Contest ends Sunday, 11am EST
- 12am
- 12pm

See [am and pm/AM and PM, hyphens.](#)

delivery

Uber Freight now uses this term instead of “dropoff.” This is to reflect that the freight industry more commonly uses “pickup” and “delivery” when talking about loads.

documentation, documents, docset

In external comms, use “documentation,” “document,” or “documents,” whichever is applicable. Save “doc” or “docs” for internal and informal writing such as emails.

When referring to a set of documents, use “docset,” one word.

In Engineering, when introducing a list in documentation, you can use either a sentence or a noun phrase preceding the colon (such as “Dependencies: ”).



- docset



- doc set

Driver app

Capital “D.” Add “Uber”—Uber Driver app—in the context of app stores. Note: in LatAm, do not use “Driver app”; say “Uber app” instead.

See [app](#).

drivers

Because Uber is a technology company (not a transportation provider), the people who are using our technology to make money are independent contractors, not employees. And in some areas of the world, we can no longer call them partners.

How you refer to drivers or couriers varies based on what region you’re in. Localization is responsible for changing your copy to the correct term locally. *But no matter the geography, never capitalize the word used or add “our” or “Uber” in front of it.* Instead, this is the terminology approved by Uber’s Legal teams and Ops and L&D:

US and Canada

driver; courier or delivery person (plural: delivery people)

APAC

Recommended: driver partner; delivery partner

OK: driver; delivery person (plural: delivery people)

But: in Taiwan you *must* use: professional drivers

ANZ: use only driver partner; delivery person (plural: delivery people)

EMEA

Recommended: driver or driver partner; courier

OK: delivery person (plural: delivery people), courier partner

LatAm

driver partner; delivery partner



- Lowercase in all instances.
- When talking to riders, use **your driver**. This refers to the relationship the rider has with the driver. (Example: **Your driver** is arriving now.)
- When advertising to potential drivers (on job boards and ads), always add a disclaimer that people who drive using the Uber app are independent contractors (it can be inserted in fine print).
- When talking about money, use **fares** or **earnings**; don't use **wages**, **bonuses**, or **salary**.

US/Canada examples



- drivers
- drivers who use the Uber platform
- drive with Uber
- drivers are independent contractors



- our drivers
- Uber drivers
- work for Uber
- drive for Uber
- apply, hired, employed, career, job, wages, salary, or bonus

See [earnings and earn](#), [partners](#), [pronouns](#), and the [Uber 2020 product content playbook](#).

E

earnings and earn

Whenever you're talking about earnings or how much drivers can earn—whether hypothetical or actual—please collaborate with your regional legal team to use approved, current language.

See [fares](#).

earner

This is internal jargon used to describe people who earn money on the Uber platform. Do not use the term externally. Here are some reasons, which include thoughts from our Content Design, Legal, and Public Policy teams:

- “Earner” is impersonal and minimizes drivers and couriers to their ability to make money. They are also people, and people who keep their communities moving.
- For that reason, and because terms referring to workers have always carried a lot of meaning (including in law) and should communicate the dignity and relationships that underpin the work, labor unions have told us directly that they find the term offensive.
- “Earner” implies that they're earning, which might not always be the case.
- It's difficult to determine who you're talking about; in your writing, you can instead use the more specific “driver” or “courier” or “shopper,” etc. You can determine your region's legally accepted terms for some of these roles in the [drivers](#) entry of this style guide.

eater

This is an internal-only term. Do not use it externally.

emoticons and emojis

- There are some channels where it's appropriate to use these to show we're having fun (such as social media and some emails)
- Just don't overdo it
- Blog is one channel that explicitly doesn't use emojis
- To avoid copyright infringement, never copy an emoji image from one social media platform for use somewhere else, including on another social media platform (for example, don't copy a smiley face emoji from Facebook and use the image on Uber.com or in an Uber advertisement)



- Using the emojis available within a particular platform in a post on that same platform
- Typing the unicode characters for an emoji into any platform
- Using emojis available in Pravda to push posts to multiple platforms

emphasis

Be consistent and avoid overuse when using emphasis. To emphasize importance, use italics.

See [bold](#) and [italics](#).

Engineering

Throughout the Uber Editorial Style Guide, we've incorporated rules from the previously separate Engineering Style Guide and Eng Blog Style Guide (both now deprecated). Some style points are covered in the main portion of this guide and the [word list](#). For others, we've added an [Engineering appendix](#).

en route

Do not use this phrase. It was found to be confusing for non-native English speakers using the app in English. Some Product teammates worked to strike all instances from the app; let's do the same with all other comms. "On the way" and "on way" are 2 options, depending on context and space.



- Your driver is on the way. Look for a white Honda Civic.



- Your driver is en route and should arrive within 5 minutes.

ETA

- Use only in iconic contexts, such as the Share My ETA feature
- ETA depends on who is arriving, the rider or the driver: a driver's ETA to pick up a rider versus a rider's ETA to their destination
- To avoid confusion, use [pickup time](#) and [arrival time](#)
- Unless it's a specific feature name, use the term "ETA" internally only

See [arrival time](#) and [pickup time](#).

exclamation marks

- Let exciting news speak for itself
 - Instead of using exclamation marks, try using more descriptive words
 - Show what's exciting about it—don't just say it
- Is it really an exclamation?
 - Read it out loud. Did you exclaim it?
- Helpful advice
 - You only get a limited number of exclamation marks in life
 - When you use the last one, you die
 - You don't know how many you get
 - So use them wisely

F

FAQ and frequently asked questions

- To help with localization, write out whenever possible: frequently asked questions
 - If copy is in English and isn't being localized, it's OK to use "FAQ" as needed
- Not "FAQs" (because it stands for "frequently asked questions" plural, we don't need the extra "s")

- A few best practices
 - Make answers concise and to the point
 - Use categories to bundle similar entries near each other
 - Turn large answers into guides (if an answer is more than 3 sentences long and has multiple steps, it's probably a guide)

fares

For driver communications

“Fare” is a defined term for drivers and delivery people (note: use “delivery fee” for ANZ delivery partners), meaning base + actual time/distance of a trip. When talking about the money they make:



- fare
- delivery fare (US and Canada)
- delivery fee (ANZ)



- wage
- \$xx/hour
- salary

For rider communications



- The price
- Rider price
- Rider payment



- fare

farther and further

- Farther refers to physical distance
- Further refers to an extension of time or degree



- Trip A went farther than Trip B.
- We'll look into this issue further.

fewer/less

- Use “less for singular mass nouns or amounts” and “fewer for plural count nouns” ([Chicago Manual of Style](#))
- “One” is always singular and “2” (or more) is plural
- But use “less than one” as needed in those instances



- Less gas
- One less driver
- Less than one pickup, on average
- Fewer carriers
- 2 fewer fares



- Less people
- 2 less drivers
- Fewer than one entry
- Fewer news
- 3 less tips than last week

4-door

- Use the numeral (4), not the word (four)
- Hyphenate when using as an adjective
- Don't hyphenate when the doors are used as a noun



- Use an eligible 4-door vehicle.
- Your car must have 4 doors.

See [numbers](#).

G

gender-neutral pronouns (singular “they”)

We prefer to use **they** as a gender-neutral, singular pronoun because it helps us write clear content that sounds conversational.

- When possible, avoid using **singular they** by making the subject plural
- Use **they** to avoid awkward sentences (especially those with more than one instance of “they” or “their” or “them”)
- Use **they** in situations when we don't know the subject's gender
- Never use **he/she** or **he or she**



- A rider left their phone in the car.
- Every rider can request a new ride if they want to continue.
- Riders can cancel their trips at any time.
- When riders use Uber, they should verify the driver's license plate number before entering the vehicle.



- A rider left her phone in the car.
- Every rider can request a new ride if he or she wants to continue.
- A rider can cancel their trip at any time.
- When riders use Uber, they should verify their drivers' license plate numbers before entering the vehicle.

See [pronouns](#).

GO

- When referring to the GO button in the Driver app, use all-caps
- This is how the button appears in the UI, and it's perhaps the only button of its kind at Uber
- Some teams will bold **GO** in keeping with their style for bolding buttons to be tapped

See [bold](#).

greetings and signoffs

Before defaulting to the letter form, ask yourself if this is a personal letter to a user or from one person at Uber. If not, consider using a standard marketing template. If you're going to use the letter form, follow these guidelines:

Preferred greeting/salutation

- Use **Hi** and the person's name
- Don't use **Hey** in formal communications or when speaking to drivers (many say it could be considered disrespectful)
- If desired, do use **Hey** in peer-to-peer communications ↴
- Never use **Mr.**, **Mrs.**, **Dear**
- Don't use a comma after the salutation (but in all other non-letter uses of "Hi" and a name, use a comma)



- Hi Rashmi
- Hey [invitee],

Don't forget to enjoy your Uber Eats credit on your first order. You'll get \$5 off when you order before March 15 (and I'll get credit, too!).



- Hey Robin
- Dear Mr. Ng
- Hi, Sam

Preferred signoff

- For riders
 - **Enjoy your ride**
- For drivers
 - **Thanks**
 - A note from Legal: do not thank drivers for driving; we can say a general thank you or thanks for using the platform in general
 - Don't be overly colloquial; signoffs like **Drive on** don't test well
- [For Support](#)
 - Never use formal signoffs like **Sincerely** or **Regards** or personal ones like **Love**
 - Use a signoff that connotes positive emotions when communicating with someone who is upset
 - **Kind regards** or **Best**
- For Blog
 - Avoid using signoffs (except in rare cases, such as a post in letter format)



For signoffs and greetings, capitalize only the first word.



- Enjoy your ride
- Hey there, San Francisco



- Enjoy Your Ride
- Hey There, San Francisco

guarantees

- No open-ended guarantees
- Guarantees must be qualified with more details and restrictions in the body copy, plus terms in a footnote
- It's OK to leave out details in headlines as long as they're visually connected to the body copy and together give a clear picture of the offer
- Below are simply examples of possible partial guarantee language; always run any guarantee terms and offers past Legal



- Make at least \$500 for your first 20 trips in [location], guaranteed, or you'll get the difference.*



- We guarantee you'll make \$500 in fares this weekend.

H

hashtags

Capitalize each word for clarity and readability, to look professional, and because Legal would always want the word "Uber" capped. If you're working in partnership with an outside organization on a campaign hashtag, please use this style as a recommendation. Do not include any other brands or individuals in a hashtag without permission.



- #HaulTogether
- #StandForSafety
- #UberTransit



- #haultogether
- #Standforsafety
- #ubertransit

See [abbreviations, acronyms, and initialisms](#).

headlines

- Headlines are in sentence case
- Avoid punctuation at the end of a headline, unless:
 - It consists of more than one sentence for effect or for clarity
 - The headline is a question
- Keep other punctuation (commas, dashes, colons) to a minimum

Tip: do your best to tell the story of what comes next—and that doesn't necessarily mean dangling money or summarizing offer details.



- Your ride. Your music.
- Heading to the music festival in Cape Town?
- 5 tips for protecting your Uber account

See [capitalization](#); see [subheadlines](#) for information about secondary headlines.

Help, Help Center, Support

- When referring to Uber's CommOps/Support team, capitalize
- When the words are more generic, lowercase
- Help Center = help.uber.com; depending on the audience, tailor the link:
 - Riders: <https://help.uber.com/riders>
 - Driving and delivering: <https://help.uber.com/driving-and-delivering>
 - Uber Eats users: <https://help.uber.com/ubereats>
 - Restaurants: <https://help.uber.com/restaurants>



- Help Center
- Tap **Help**
- Contact Support



- Call help
- If you need support, submit a question.

hyphens

Use a hyphen when:

- Clarifying a double-vowel situation
- Using “co-” to indicate shared status
- Combining 2 or more words to become a compound modifier before a noun
- Using only the prefix in the first word of a pair that share a root word and are connected with a conjunction (also, add a space between that hyphen and “and”)
- Separating times or dates (with no spaces around the hyphen)



- Please re-enter your email address.
- Your co-rider, Arielle, will be sharing your ride.
- Stick to well-known routes.
- It's a festive, one-of-a-kind experience.
- Take a ride using the Uber app pre- and post-workout.
- 10am-5pm
- July 4-10



- Please reenter your payment information.
- This idea is personified in the copilot, the voice of the new Driver app.
- Monitor shipment status and location in real-time.
- Your car must have 4-doors.
- Noon - 2pm
- Dec 31 — Jan 2

Drop the hyphen when:

- The compound modifier comes after the subject of the sentence
- There's an adverb ending in “-ly”



- The menu items in her cart are up to date.
- Go here to read frequently asked questions.

See [dashes](#).



insurance

To read the latest language from Uber's Insurance team, go [here](#) for US and [here](#) for Canada. And [this page](#) gives US Uber Eats insurance information. Because some countries and cities have specific insurance protections, make sure the correct geolocation is selected at the bottom of [Uber.com](#).

italics

Use italics in these situations:

- To emphasize importance
- When using foreign words that are unfamiliar to readers
- On first reference when introducing new terms and definitions

Not recommended: using italics in a title/headline.



- Phabricator is the *only* place to submit code for review.
- What would writing be without something a little *nouvelle*?
- *Idempotent* tasks can be completed more than once without continued effects on system state. Multiplying by 0 is idempotent. Adding 1 is not idempotent.

See [bold](#) and [emphasis](#).



- Phabricator is the **only** place to submit code for review.
- She left a delivery note about how to package her Gemüse.

J

jargon

Words like these make copy sound less human and relatable, so please avoid using them. Simpler, more universal and colloquial alternatives are preferred in marketing and support content. Some examples of jargon:

- Edge case
- Leverage
- Seamless
- Synergy

See [trucking jargon](#) guidelines for Uber Freight.

job

Drivers aren't employed by Uber, so don't use this word in any context relating to drivers.

See [drivers](#).

L

Latino

Note: when saying “Latino,” Uber’s Diversity and Inclusion team always adds “Hispanic/” before it. We no longer use “Latinx.”



- Hispanic/Latino leaders



- Retaining Hispanic/Latinx talent

Legal guidelines

To read the latest guidelines from Uber’s Legal team, go [here for UK](#) and [here for US \(plus some global guidelines\)](#). Note: EXTs might not be able to access these linked pages.

links

- For legibility, use title case for all copy in hyperlinks/URLs that comes after a slash
- When generating links for Blog, Newsroom, and Uber.com, it’s best practice to include rich keyword targets and delete unhelpful words such as “in,” “the,” “and,” “for,” and “with”
- Always use hyphens to separate words for those channels



- t.uber.com/PrideDesigns
- uber.com/newsroom/new-driver-app
- uber.com/blog/moving-forward-jodi



- t.uber.com/pridedesigns
- uber.com/newsroom/a-new-app-built-for-and-with-drivers
- uber.com/blog/movingforwardjodi

lists

Bulleted lists

Content is often more scannable and easier to read when it’s bulleted out. Use bulleted lists when items aren’t a sequence or mutually exclusive options. When needed, lead into your list with an introductory statement or clause and use a colon. Here are some guidelines:

- Capitalize the first word of each bullet point.
- If possible, word them to have parallel structure (in most cases, that would mean to have them all start with the same part of speech).
- Best when short and sweet.
- Don’t end a bullet point with a period unless it consists of multiple sentences (see below why these first 4 bullets do have periods).

- Try to avoid multiple sentences in a single bullet. Remember, short and sweet. This bullet is the perfect bad example.
- Attempt to rephrase or use a semicolon to change multiple sentences into one.
- If multiple sentences can't be avoided, use a period at the end of each bullet for consistency (as in this list).

Icon lists

Treat icon lists (with icons/badges/illustrations serving as bullets) as you would treat bulleted lists.

Numbered lists

Use these when you're giving sequential directions.

- Add a period after each number (unless the numbers are being stylized by a designer and they don't want to add a period)
- Capitalize the first word of each line
- Add a period at the end of each line
- Use ascending Arabic numerals (1, 2, 3)
 - Nest sequential lists with lowercase letters (a, b, c)
 - Nest the second level of substeps with lowercase roman numerals (i, ii, iii)—although if you need this level, think about reconsidering whether the structure might be more readable a different way



How to add Venmo to your Uber Eats account:

1. Download the Venmo app.
2. Tap the profile icon in the bottom right corner of the Uber Eats app, and select **Payment**.
3. Tap **Add Payment Method**.
4. Tap **Venmo**.
5. Sign in to your Venmo account, and tap **Authorize**.

Localization

This team, also known as L10n (because there are 10 letters between “L” and “n”), works across Uber to localize products and content. This includes adapting content to a specific locale or market through translation and other linguistic actions, like checking for cultural appropriateness. To learn more about how to write and edit copy that's easy to translate and localize in about 50 languages, go to the [Localization appendix](#).

log in

Don't use unless this is the language a particular platform uses.

See [register](#), [sign in](#), and [sign up and signup](#).

M

MB/Mb

- Always abbreviate
- Add a space after the number
- MB = megabytes (generally used to describe an amount of data storage; also, one megabyte equals 8 megabits)
- Mb = megabits (generally used to describe internet connection speed: Mbps, or megabits per second)



- The video I'm sending is 29.8 MB.
- I'm on a slow connection today—25 Mbps—so my Zoom is wonky.



- 5MB
- 5mb

miles per hour/kilometers per hour

- Abbreviate even on first reference
- Add a space after the number
- Use lowercase letters
- Note: kmh, not kph



- 25 mph
- 50 kmh



- 45MPH
- 60 k.m.h.

N

new feature announcements

- In the app, don't introduce new features using "now" (these features are permanent or semipermanent; "now" will be outdated in a few months)
 - **Now you can enter your destination**
- In marketing comms, it's OK to use "now" (ads and emails are always changing)
- Only use "new" for a period of 6 months or less

Not 9-1-1. (Apply the same rule for the [emergency number in all countries](#) worldwide.)

numbers

The most important rule about numbers: don't talk externally about Uber's specific business numbers (such as number of rides, size of network, business data, earnings) unless they have already been published on our public [Investor Relations site](#), in our [SEC filings](#), and/or on the Policy and Communications team's [Approved Public Metrics page](#) (note: EXTs cannot access the latter metrics page).

Use digits for numbers 2-999,999

- Numerals are easier to scan for. Consider what your audience will likely be searching for:
 - Incentive details: **Get 5 free ride credits when you invite 3 friends**
 - Promotions: **Here's up to 10% off your next order of \$25 or more**
 - Money: **Learn how to get \$10 off your next ride**
- We want numbers to jump out because they often hold the most important information:
 - It's harder to read **Get five free ride credits when you invite three friends**
- Exceptions:
 - Spell out "one" — it's more descriptive than informative
 - Although ... it's OK to use the numeral "1" when in the same sentence as other numerals
 - If the number is part of an expression or doesn't represent accurate facts, spell it out
 - Do not use a numeral as the first word of a sentence (unless it's a headline, subheadline, subject line, or preheader)



- If you order between 1 and 5 deliveries a month, you're eligible.
- Thousands of rides
- You're one in a million



- Waiting for a rider for one to 3 minutes
- 1,000s of rides
- You're one in 1,000,000

For numbers 1,000,000 or greater

- Write out million, billion, etc., for most cases
- If space is a serious constraint, or in stylized design graphics, truncate million to M and billion to B (capitalized, no space after the number); otherwise, spell out because these abbreviations can be problematic for many reasons, including localization (likewise thousand and K)
- In cases such as insurance policies, you may use digits for emphasis



- 3 million cars
- 1.5M freight shipments
- Coverage up to \$1,000,000



- 3,000,000 cars
- 1.5 M rides this week

For ranges

- To express a range, use a hyphen or “to”
- If the range is one digit, use “or”



- Approved in 3-5 days
- Approved in 3 to 5 days
- Approved in 2 or 3 days



- Approved in 3 - 5 days
- Approved in 2 to 3 days

See [MB/Mb](#) and [stats](#).

O

off-trip and on-trip

Hyphenate (adjective and adverb).



- Get a smooth ride to your holiday plans with stress-free pickup and on-trip features using the Uber app.
- The gray box displays directions when a driver is on-trip.



- On trip time is the time between accepting and completing a trip or delivery.
- Coverage while on trip and off trip

on demand and on-demand

This is a useful term to explain the core product to audiences with low familiarity, but we should generally limit its usage. It can sometimes be replaced with “when you want them” (Uber Freight example: **loads when you want them**).

“On-demand” should not be used to describe rides, as we cannot guarantee that a rider will definitely find a ride immediately. It should be used only to describe our technology.

One word or 2?

- As an adverb, it's 2 words, with a space
- As an adjective, it's hyphenated
- Don't hyphenate if it follows the noun it's modifying



- Today, ice cream is on demand.
- That's right: on-demand ice cream.

P

parentheses

The Chicago Manual of Style ([section 6.95](#)) says, “Parentheses—stronger than a comma and similar to the dash—are used to set off material from the surrounding text.” Some other notes:

- Use to contain an abbreviation, acronym, or initialism after the first reference of a word that you'll use later in the same document.
- Use to note a symbol you're describing.
- Use in line items to indicate status and pricing.
- Need to put parentheses inside parentheses? Use square brackets for the inside set.



- Read Uber's ESG Report, which highlights our perspectives on environmental, social, and governance (ESG) issues.
- Don't ever use a plus sign (+) to replace “and” or an ampersand.
- Choose the vehicle engine type (either conventional internal combustion engine [ICE], hybrid, plug-in hybrid, or battery EV).
- Pick up near you (free)



- Dara Khosrowshahi is Uber's Chief Executive Officer, or CEO.
- Don't use ampersands “&” in body copy.
- This includes data on air pollution (like carbon monoxide (CO)).
- Set of 10 masks: out of stock

See [abbreviations, acronyms, and initialisms](#), [bold](#), and [phone numbers](#).

partners

- Lowercase in all instances
- As a noun: use to refer to drivers *only* in the regions noted below; can also be used globally to refer to restaurant partners, corporate partners, and brand partners

APAC

Recommended: driver partner; delivery partner

OK: driver; delivery person (plural: delivery people)

But: in Taiwan you *must* use: professional drivers

EMEA

driver or driver partner; courier

LatAm

driver partner; delivery partner

- As a verb: sign up to partner with Uber (only in these instances: restaurant partners, corporate partners, and brand partners)

See [drivers](#).

payment and payment method

- The general term that encompasses credit cards, Uber credits or Uber Cash, integrations (for example, with PayPal), prepaid wallets, etc.
- Always use in favor of “credit card” (credit isn’t the most common method of payment in every market)



- Payment is deducted automatically.



- We’ll automatically charge your card.

percent and per cent

Use the percent symbol (%) instead of spelling out the word—it’s more scannable. Spelling note: “percent” in US; “per cent” in UK and Canada.

phone numbers

- Use hyphens
- No parentheses
- No “1”
- For international calls, start with a plus sign, then the country code, a space, and the hyphenated area code and phone number



- 415-555-1212
- +31 20-808-2778

pickup time

This refers to the time it takes a driver to arrive at the rider’s location. Use it instead of **ETA** unless you’re referring to the iconic product feature.

See [ETA](#).

preheaders

In emails, add a period at the end of a preheader (the text that comes after the subject line but isn’t part of the email copy). By doing so, this independent line won’t run into email body copy that might also appear on the same line in recipients’ inboxes. It’s OK for preheaders to be more than one punctuated sentence.

products

Instead of referring to different ride options on the Uber app as “products,” try the following (this is specific to rides comms):



- Choices
- Options, ride options
- Rides



- Products
- Many Ubers to choose from
- An Uber

pronouns

- We prefer [gender-neutral pronouns](#), but we don't use "one" to make it neutral
- Instead, make it plural
- Or drop the pronoun



- The law prohibits holding a cell phone, so drivers should keep their headsets on.



- A driver should keep their headset on.
- One should use a headset.
- A driver should keep his headset on.

Referring to Uber

- Use "us," "we," "you," "your" to make marketing messages more personal
 - Note from Legal (LatAm): must use "the Uber app" when communicating with driver partners and delivery partners
- Avoid using "Uber"



- Us
- We
- You
- Your



- Uber
- Customer
- Users

See [gender-neutral pronouns](#) and [Uber's brand voice guidelines](#).

For the Support team

- Avoid blaming yourself or the company, or pointing fingers with personal pronouns
- Fall back on "Uber policy" as a way to avoid direct conflict



- Because the Trip Log indicates that a surge notification was shown and accepted, Uber policy prevents me from adjusting this fare.



- Since you were shown the surge notification screen, I'm unable to make an adjustment to this fare.

pro tips

Because drivers are independent contractors, not employees, we can't tell them how to carry out their trade, so we can no longer use the term "pro tips."

See [tips](#).

Q

quotation marks

Use double quotation marks for:

- Direct quotations/dialogue
- Exact words to be typed in a search field
- A promotion or campaign name

Use single quotation marks for:

- A quote within a quote

Note: The Localization team will adjust to match the norm of a particular region—for example, for regions where single quotation marks are used for direct quotations/dialogue and double quotation marks are used for a quote within a quote.

Headlines

- Do not use a direct quotation in a headline (paraphrase it instead); provide the actual quote in body copy

Emphasis

- If you need to have words stand apart in some way (and they are not words you'd tap, touch, or click as part of a UI journey), please use italics instead of quote marks



- Search for “alcohol” in the app to find restaurants near you that offer it.
- Available at merchants offering the “\$5 off orders of \$20 or more” promotion.
- Go to the Uber Rewards section in the app to see your total points.



- If you're searching for part-time delivery jobs near me, become a delivery driver in Boston using Uber Eats instead.
- Go to the “Payments” tab to see your payment history.
- Our new campaign is called No mask, no ride.

See [bold](#), [emphasis](#) and [italics](#).

R

register

In UI components

Official UI term for creating a new account. “Register” is preferred to “Sign up” because “Register” is visually and grammatically distinct from “Sign in.”



- Register



- Join
- Create an account
- Sign up

In body content (marketing, support, Uber.com, etc.)

It’s OK to use more-descriptive, personal language.



- Create an account
- Become a driver

riders

- Use **riders** rather than technical terms
- When referring to users who aren’t riding, try varying with “people” or city demonym
- For certain products, there might be specific terms



- Riders
- People who use ...
- Angelenos, New Yorkers, etc.
- Uber Pool: co-riders



- Clients
- Consumers
- Customers
- Passengers
- Users

See [pronouns](#).

rides

In rider communications

- “Rides” is preferred, but we can use “Uber rides” and “Uber trips” in limited contexts
- Use “rides” with riders *outside* the UK (where there is a sexual connotation)



- Rides
- Trips
- Rides using the Uber app
- Trips using the Uber app



- Rides (in UK)

In driver communications

- It’s more appropriate to say “trips” or “Uber trips” when speaking to drivers



- You’ve completed 8 trips.



- You’ve completed 8 rides.

rideshare, ridesharing, ride-hailing

- When using this term, use rideshare (adjective) and ridesharing (noun and verb)
- Do not use in taxi markets
- Localization is responsible for changing your copy to the correct term locally (for instance, some regions use “ride-hailing”)
- A note from Legal: depending on the context, use sparingly and talk about the platform and technology rather than the service or product (“rideshare technology” rather than “provide ridesharing”)



- Previous rideshare experience is not required.



- Can I use a 2-door car to be a ridesharing driver using Uber?

S

safety

To read the latest safety language, see the [Safety page](#) on Uber.com or the [Safety Brand Book](#).

Any safety claims Uber makes must be truthful, fair, accurate, and substantiated. We must be careful to not guarantee or promise a safe ride.

- Don't make claims of superiority related to safety
- Don't promise a safe outcome (circumstances are often out of our control)
- Don't position Uber as an alternative to an ambulance or appropriate in an emergency
- Don't describe Uber's background check with words such as "industry-leading" or "safest" or "best available"
- We can say that using the app to get a ride is a better alternative than drunk driving
- We can make generic substantiated claims, like those that speak to good intentions, social responsibility, and aspiration
- When in doubt, please reach out to the Safety Legal team (safety-legal@uber.com)



- Safety is very important to us.
- Uber works to help keep users safe.
- Get home safe with Uber. (Use *only* as an alternative to DUI, not standing alone.)
- Uber conducts background checks to help maintain the safety of its riders. (The word "help" here is the key.)
- Safety is the most important thing to us.



- Uber guarantees your safety.
- Uber provides the safest transportation option.
- When your designated driver ends up winning beer pong, use Uber to get a safe ride home.
- Uber conducts background checks to ensure the safety of its riders.

See [absolutes](#) and [Uber's safety brand guidelines](#).

sign in

Official UI term for accessing an existing account. Don't use "log in," which sounds more technical, unless that's what a particular platform is asking users to do.

See [register](#) and [sign up and signup](#).

sign up and signup

In UI components

- Use **register** instead

In body copy

- **Sign up** can be used



- Sign up to get Uber Eats email updates.

One word or 2?

- As a verb, it's 2 words
- As a noun, it's one word



- Sign up to drive using the Uber app.
- Enter the code you received at signup.

See [log in](#), [register](#), and [sign in](#).

slashes

- Don't add spaces around a slash
- Can be used in display type or when space is tight:
 - As shorthand for "per"
 - To format dates (MM/DD/YYYY or DD/MM/YYYY, depending on your location)



- 24/7
- \$10/hour
- 31/10/2020, 10/31/2020



- We'll send this email to 42,000 drivers in US / C.

See [dates and times](#) and the [Engineering appendix](#) about the use of slashes in code.

SMS

- Instead of **SMS**, use **text** as a noun and **message** as a verb; they sound more human and less technical
- Don't add a period after a link inside a text



- Send a text with your personal invite code.
- Message your driver.



- Send an SMS with your personal invite code.

spacing

Use only one space after a period rather than 2.

See [dashes](#) for information about spacing around *em* and *en* dashes.

stats

- Don't talk about number of trips, riders, drivers, or monetary amounts other than what has already been disclosed to the SEC and/or the public through Investor Relations; see the Policy and Communications team's [Approved Public Metrics page](#) (note: EXTs cannot access the latter metrics page)
- Don't reference the size or any specific number about our business or growing network
- Refer to the number of countries or cities for each app generally, because it changes quickly (the same applies to other company stats, such as number of shippers/carriers for Freight)
- Round to the nearest 50



- Trusted by people all over the world
- In more than 10,000 cities



- 2 million riders
- In 632 cities

See [numbers](#); see also Uber's [Investor Relations](#) site.

subheadlines

- Use sentence case
- Don't use a period if it's a label or a phrase
- Do use a period if the subhead is 2 or more sentences
- Question marks are OK
- Avoid ampersands unless space is restricted
- Important: stay consistent with all other subheads on the page/post/email



- Deliver using Uber Eats
- You need a car. We can help.
- Did you know?

See [ampersands](#) and [capitalization](#).

subject lines

- No period unless 2 or more sentences (exclamation point and question mark are OK with one sentence)
- Spell out “and” whenever possible
- OK to use a numeral as the first word
- If starting with a bracketed word/phrase, capitalize the next word outside the brackets



- \$5 off each of your next 5 orders
- Spike Lee and Uber share drivers' stories
- 7 days left of Uber Freight Plus access
- [Carrier support] Sanitization supplies are available



- We're making it easier to feel safe on the road.
- Get off campus & take a study break
- Fifty trips—congratulations!
- [Action requested] expedited proofing request

supply and demand

Avoid using this phrase. We're not giving an economics lesson. It's also dehumanizing. Drivers don't want to be considered “supply.”

- Find language that's more human
- Talk about what people will experience
- If space is a constraint, you can use “demand” to reference more requests than usual



- There are a lot of riders looking for rides.
- On New Year's Eve, everyone is generally looking for rides at exactly the same times.
- Demand for UberKITTENS will be high.

Support, Help, Help Center

Capitalize when referring to Uber's CommOps/Support functions.

See [Help, Help Center, Support](#).

surge

- Lowercase
- This is the name for our dynamic pricing model
- Surge itself doesn't "increase" or "decrease"
- We're currently referring to it in rider- and driver-facing comms as "surge pricing"

For rider communications

Reliability is the most important thing; we want people to have the option of requesting a ride, no matter what. Don't talk about economics or supply and demand.



- Surge pricing automatically goes into effect when there are more riders in a given area than available drivers. This lets drivers know busy areas where there are increased opportunities to receive trip requests.
- Please keep in mind that we may cap surge pricing during times of emergency.

For driver communications

- It's OK to remind drivers that they benefit from this model, but make sure it doesn't sound as if they're taking advantage of riders (because they aren't—it's just extra earnings)
- Here's what the [Legal Communication Guidelines](#) (US) say: "'surge' can be used in driver-facing communications referencing offers referred to as 'surge' in the app"



- Opportunities to earn when your city needs you most
- Whether it's rush hour or just raining, Uber's surge pricing means a higher fare is charged when the city needs a ride. Get rewarded for staying out with a higher base fare and mileage rate.

See [supply and demand](#) and the [surge pricing page](#) of the Uber Marketplace site.

T

tap, touch

Use instead of **press**, **push**, or **click** (unless describing a desktop experience).

See [CTAs](#).

team

Lowercase when naming a group of people at Uber.



- As we enter our sixth year, the Uber for Business team is excited to expand its footprint in new ways.
- Thanks,
The Uber Eats team

text

Use as a noun.



- Send a text to drivers.

See [SMS](#).

time

See [dates and times](#).

tips

We can only give tips (the advice kind) to drivers if at least one of the following is true:

- The tips talk about how to use the app (find their earnings statement, track referrals, and more)
- We're sharing tips offered by other drivers, as long as that is made clear (and we have documentation, if needed for legal reasons)

See [pro tips](#).

titles

Publication titles

Write the publication's title as it appears on its website masthead, and italicize it.



- Dara's op-ed in *The New York Times* outlines the possibilities of the IC+ model.



- Did you see the new article about Uber in *the Guardian*?

Job titles

Use title case for professional titles/job titles. (Not applicable to drivers or delivery people using the Uber platform or to other generic job descriptions.)



- Chief Legal Officer Tony West
- She is Staff Content Designer.



- Nikki is chief people officer.
- He got promoted to head of design.

See [capitalization](#).

tools

- A note from Legal (LatAm and US): we should avoid saying **tools** as it pertains to what Uber provides to drivers because it suggests we are providing drivers with “tools of the trade” when we are not
- **Resources** is an acceptable substitute



- If the app alerts us to such events, we'll check in on you and offer **resources** to get help.



- Find out what **tools** and promotions are in the app that can help you make more money.

toward

- In the US and other non-Commonwealth countries, don't put an “s” at the end
- Use an “s” in Commonwealth countries (Australia, England, India, Ireland, New Zealand, Scotland, South Africa, and Wales)

Non-Commonwealth countries

- Toward
- Forward
- Backward
- Upward
- Downward

Commonwealth countries

- Towards
- Forwards
- Backwards
- Upwards
- Downwards

See [Australian, Canadian, Irish, New Zealand, and UK spelling](#).



Uber

- Avoid referring to ourselves as a company
- Don't use "Uber" as a noun to refer to a ride
- Don't use "Uber" as a verb for trademark reasons
- Be more personal by using **we**, **our**, **us**



- Watch LeBron James and Kevin Durant discuss pressures of the game and more while taking a trip using the Uber app.



- I'll just Uber over there.
- Your Uber is arriving now.

Uber.com

- Capitalize when naming the website as a site
- Lowercase when using a URL other than the homepage
- Add any grammatically needed punctuation after a URL
- Refer to the site as Uber.com and its staff as the Dotcom (or Web) team



- Uber.com
- Read more tips at uber.com/safety.
- Search for "Community Guidelines" on Uber.com.



- There's a lot to read on uber.com.
- Read about the company at [Uber.com/About](https://uber.com/about)

Uber Eats

- Don't use "Eats" standing by itself
- Likewise, use "Uber Eats for Business" rather than "E4B"
- Don't use "Eats" or "Uber Eats" as a verb
- No longer UberEATS

Uber for Business

Uber for Business is a global platform for companies to manage rides, meals, and local deliveries for their employees, customers, and other stakeholders. Always say “Uber for Business” externally (never “U4B”). Likewise, say “Uber Eats for Business” rather than “E4B.”

Throughout the Uber Editorial Style Guide, we’ve incorporated guidelines from various Uber for Business glossaries and word lists (now deprecated). Some style points are covered in the main portion of this guide and the [word list](#). For others, we’ve added an [Uber for Business appendix](#).

Uber Freight

Throughout the Uber Editorial Style Guide, we’ve incorporated rules from the previously separate Freight Editorial Style Guide (now deprecated). Some style points are covered in the main portion of this guide. For others, we’ve added an [Uber Freight appendix](#).

Uber Freight app features

Specific functions on the Uber Freight app are not proper nouns and should not be capitalized, including these:

- facility ratings (not Facility Ratings)
- lane explorer (not Lane Explorer)
- price alerts (not Price Alerts)

Uber Health

Uber’s digital health offering is functionally almost identical to Central. One main difference is that Uber Health was created with a strong focus on HIPAA compliance, which protects the personal data of patients’ health information.

See [Central](#).

Uber ride options

The way we style ride options depends on decisions by the IP (Intellectual Property) and Brand teams. In general: only UberX and UberXL have no space in the name; use title case for all product names except acronyms and initialisms, which are in all-caps; and every product must have the word “Uber” at the beginning (this is true for our lines of business also, so say “Uber Eats” externally rather than “Eats”).

Here’s how we’ll style some of the most-used products, below. Note that this isn’t an exhaustive list, and names do sometimes change.



- Uber Auto
- Uber Black
- Uber Black SUV
- Uber Cab
- Uber Comfort
- Uber Express Pool
- Uber Flash
- Uber Moto
- Uber Pool
- Uber Select
- Uber Select SUV
- Uber Taxi
- Uber WAV
- UberX
- UberXL



- UberBLACK, Black
- UberBLACK SUV, Black SUV
- uberCAB
- Express POOL
- UberMoto
- POOL, uberPOOL, UberPool
- UberSELECT
- UberSUV
- uberTAXI
- uberWAV, WAV
- uberX, Uber X
- uberXL, Uber XL

Add-ons and modifiers

The same rules apply for modifiers and add-ons, which will directly follow a product name. So using the first example in the list that follows, if a rider wants an UberX ride with Assist, the product name would be **UberX Assist**.

Some of our modifiers: Assist, Black Car Seat, Black VIP, Car Seat, Español, Green, Hire, Intercity, Ski Rack, VIP

Uber Technologies, Inc.

A note from Legal: Use a comma when using a copyright and trying to instate trademark ownership. Without it, it isn’t the official entity name recognized by the secretary of state/state of incorporation.



- © 2021 Uber Technologies, Inc.
- © 2021 Uber Technologies Inc.



use and utilize

“Use” can be used in place of “utilize,” but the reverse isn’t true. “Utilize” means to use something in a way other than its intended use. So if Dara tells us he keeps his life savings in a sock, we might say he’s utilizing the sock as a bank. Write “utilize” only if this is what you mean—and even then, it’s probably best to say “use” instead. It’s more conversational and accessible to a wider audience.

OK

The writer **utilizes** their pencil as a ruler.



- Uber uses technology to help enhance safety for drivers.
- You can use Uber Cash to pay for rides and order food.

Preferred

The writer **uses** their pencil as a ruler.



- Uber utilizes technology to enhance safety for drivers.
- Utilize the Uber app to request rides, order groceries, and more.

users

Try to be more personal and avoid this term.

See [riders](#).

V

Vouchers/vouchers

Vouchers is the name of an unbranded Uber for Business program that allows companies to send vouchers—like a digital gift card, in the form of Uber credit—for employees, customers, guests, etc. to redeem in the Uber and/or Uber Eats apps.

- Capitalize when referring to the program itself
- Treat the program name as a singular noun
- Do not use “Uber” in front of it
- Lowercase when talking about sending vouchers, the common noun
- If the credit is specifically for meals, use the same conventions as above, then add “for Uber Eats” at the end (Vouchers for Uber Eats, vouchers for Uber Eats)
 - There are 3 types of Vouchers:
 - Voucher for all Uber products (Rides and Eats)
 - Vouchers for rides with Uber
 - Vouchers for Uber Eats

- Additional terminology
 - Admin: The person within the organization who decides and enables the Vouchers program and owns the billing method of the organization; an admin can also be a Vouchers coordinator
 - Coordinator: The person within the organization who is creating a Vouchers campaign; coordinators are not always admins
 - End users: voucher recipients (riders or Uber Eats customers)
 - Vouchers campaign: a set of vouchers that all have the same parameters
 - Vouchers template: a templated version of a Vouchers campaign with set parameters (use rather than “policies”)



- Vouchers is one product in our suite.
- Reach new customers with vouchers they can use to get meals and go places.
- See how Vouchers works.
- You qualify to receive a \$10 Uber voucher.



- We think Vouchers are a great promotional tool.
- Offer to cover the cost of lunch by sending Vouchers to your top prospects.
- Uber Vouchers makes it easy to drive customer loyalty.

W

White

Uber capitalizes the “W” when using the word “White” to describe people in this racial group. We treat such descriptors equally across all groups as proper nouns, therefore the capital letter.



- Uber’s White allies



- Our white employees

See [Black](#).

Word list

Below are words that content mavens at Uber refer to more often than others. They might be here because their spelling differs from our main dictionary (currently [Lexico](#)) or because we've wondered about their feature name and/or capitalization.

If you have suggestions for words to add, please send them to the [uber-editorial-style](#) Slack channel.

In addition, the UX Writing team manages a searchable, easy-to-filter [word list](#) that addresses correct usage of terms in the apps, as well as UX-specific style guidance.

anti-discrimination
anti-racist

back-end (adjective); back end (noun)
back-seat (adjective); back seat (noun)

Community Guidelines (the official Uber document)

data store (2 words, unless part of a specific product, like “a Schemaless datastore”)
dinnertime
driver dashboard
dropoff (noun); drop off (verb)

e-book (capitalize only at the beginning of a sentence; hyphenate)
Economy (the Uber ride category)
email (capitalize only at the beginning of a sentence; no hyphen)
Emergency Button (the in-app safety feature that calls for emergency assistance)
employee resource group (lowercase; acronym is ERG)

failover (noun); fail over (verb)
family-size
front-end (adjective); front end (noun)

Greenlight Hub (in-person support locations)

healthcare (adjective and noun)
homepage
homescreen
hypergrowth

internet (capitalize only at the beginning of a sentence)

Journey Planning (Uber Transit feature)

LatAm (not Latam or LATAM)
life-cycle (adjective); life cycle (noun)
loads (for Uber Freight; not rides or trips)
lunchtime

mealtime
mega-region
Menu Maker (previously Menu Editor)
midsize
multimodal
multistep

non-transferable (hyphenation helps with readability)

[off-trip, on-trip](#)

on-call (adjective modifying a noun); on call (phrase: “She’s the engineer on call tonight.”)
on-screen (adjective and adverb)
open-source (adjective); open source (noun)
owner-operator

pickup (noun); pick up (verb); Pickup (proper noun referring to feature name in Eats)
Premium (the Uber ride category)
price estimate, price estimator

red-eye (adjective and noun)
Rematch and Prematch (2 airports features)
re-verify
rideshare (adjective); ridesharing (noun and verb)
road map
rollback (noun); roll back (verb)

seat belt
signup (adjective and noun); sign up (verb)
site map
Split Fare (the app feature)

takeout

Uber Direct
Uber Eats Manager (previously Restaurant Manager)
Uber Eats Orders (previously Restaurant Dashboard)
Uber Expert (support person at a Greenlight Hub)
Uber Rent with Valet

Vehicle Marketplace (where drivers find rental cars; previously Vehicle Solutions)

wait list
Washington, DC (no periods, and add a comma after “DC” when in the middle of a sentence;

see [abbreviations, acronyms, and initialisms](#))

web page

website

wheelchair-accessible vehicle (WAV)

wifi

zip code

Appendixes

[Engineering](#)

[Localization](#)

[Uber for Business](#)

[Uber Freight](#)

Engineering

The style points contained in this appendix are intended for developer documentation. You can refer to Google's [Word list](#) for specific terms or Google's [Writing inclusive documentation](#) page for general diverse language guidelines.

Writing an [Uber Engineering Blog](#) article? See the [Eng Blog submission guidelines](#) for information on formatting, and please use the style points in this guide, including the word list and this Engineering appendix.

Apache

- **Apache [Insert Project Name].** For Eng Blog articles, always include “Apache” before the project name on first mention of the project in an article. On subsequent use, you may just use the project name.
- **Apache Incubator projects.** For projects currently under the Apache Incubator, the first mention should look like this: "Apache [Project Name], currently undergoing Incubation at the Apache Software Foundation,". Subsequent mentions can be formatted as "Apache [Project Name]" without the phrase about incubation.

captions

A caption provides further information about a table, illustration, diagram, screenshot, or other images. Some best practices for using captions:

- Refer to tables or images by number to avoid spatial descriptions like “the image above.” Use the following format: Figure [number]: Description.
- Captions should be in full sentences with proper punctuation.

code

When including code in copy, set it in a monospace font, such as PT Mono or Roboto Mono.

data center

- 2 words
- When you make it into an adjective by adding the word “cross” or “multi” before “data center” and adding another noun after “data center,” use an en dash (for instance, “our multi–data center operation”)

discriminatory terms and alternatives

To help build an inclusive environment, Engineering has partnered with [ERGs](#) and the Diversity and Inclusion team to progressively replace discriminatory terms that have appeared in our

code, systems, repos, and documentation. Our goal is to help our engineering teams avoid overt, subtle, or unconscious acts of discrimination. Go [here](#) to see our evolving list of terms and alternatives. In addition, Engineering has prioritized a subset of these words to be removed from Uber’s tech stack and has approved alternatives. For more information about the inclusive documentation project, email the [Ark inclusive language group](#). You can see the prioritized alternative terms below.

blacklist/whitelist

Do not use these words. We have removed “blacklist” and “whitelist” and replaced them with “blocklist” and “allowlist.” A blocklist defines specific elements that are *not* allowed, while an allowlist defines elements that *are* allowed—for example, a list of names and emails. *Always* use blocklist and allowlist. *Never* use blacklist or whitelist as the alternatives.



- Add the user to the blocklist/allowlist by entering their name and email address.

master/slave

Do not use these words. We have removed “master” and “slave” and replaced them with “primary” and “secondary.” Primary refers to a process that *controls* another device/process, while secondary refers to a process that’s *controlled by* another device/process. Follow [Uber’s term guidelines](#) by *always* using primary or an approved alternative (main, original, or parent). *Never* use master. Similarly, *always* use secondary or an approved alternative (replica or worker). *Never* use slave.



- Block the secondary process when invoking the primary process.

blocklist/allowlist

See [blacklist/whitelist](#).

primary/secondary

See [master/slave](#).

dispatch

Say “matching” or “matching system” instead.


icons

Use icons in documentation when describing a graphic representation of an object in a user interface (UI).

Icon best practices

- Use the icons provided by Uber's Brand team (see the [bank of icons](#))
- Choose icons that exemplify the task or resource they are associated with; icons set clear expectations for users
- Include labels with all icons
 - They must be placed below, to the left of, or to the right of the icon
 - Keep labels to less than a few words
- When using icons in a group, choose icons within the same color palette
- Every icon used in the same interface should have a single meaning associated with it; don't use the same icon to signify 2 different tasks or ideas



Click  to adjust your user settings.

ID

Capitalized unless used in code or referring to the name of a function, class, etc. (for instance, "client_id refers to a unique ID for each rider")

Schemaless

- Columns
 - All caps
 - Example: BASE, STATUS
- Row key
 - 2 words when it's in prose
 - row_key when it's in code
- Ref key
 - 2 words when it's in prose
 - ref_key when it's in code
- Column key
 - 2 words when it's in prose
 - column_key when it's in code
- Unique ID
 - "Unique identifier" if it's in prose
 - added_id is the name of the unique ID
 - Format as "added ID" except when "added_id" is clearer

- Functions
 - Monospaced
 - Example: `get_cells_for_shards`, `bill_rider`
- Worker processes and shards
 - Not formatted
 - Lowercase
 - Example: `shard 2`, `worker process 1`
- Schemaless Triggers
 - Branded as “Schemaless Triggers” and singular
 - Lowercase “trigger(s)” when talking about specific trigger(s), like the billing trigger function, or triggers in general, like database triggers
 - When “triggers” is lowercase, treat as plural
- Other fields
 - Those that can’t be woven into prose like row keys or ref keys
 - Monospaced
- Statuses
 - Example: `True`
 - I’m monospacing these for now

slashes

Forward slash (/)

- Use forward slashes (/) for URLs (although in external comms, Uber style is to include only the letters after “www.” unless more characters are needed to get to a web page)
 - Create an external link for all URLs
- When documenting code, use forward slashes for: file paths in Unix and Linux-based systems

`user-C02S22D2G8WM:~ user$ cd engdocs_plugin/src/main/java/MyPluginComponent.java`

- Indicating comments in many programming languages including C, C++, C#, CSS, PHP, and Javascript (//)

```
// This is a single line JavaScript comment
function preRenderEngDocsSpace(e, state) {
  state.soyRenderContext['atlToken'] = AJS.Meta.get('atl-token');
  state.soyRenderContext['showSpacePermission'] = false;
}
```

- Most commonly in a program, anything written between `/*` and `*/` is identified as a comment

```
/*
This is
a multi-line
code comment
*/
```

Backslash (\)

- When documenting code or writing in .rst or .md, use backslashes for file paths in Windows-based systems: C:\Users\Priya\myfile.txt
- An escape character for Unix-based systems. \ tells the parser that this is a space and not the end of the statement.
- Modern Windows can generally use both \ and / interchangeably for file paths, but Microsoft has advocated for the use of \ as the path separator. Learn more [here](#).

terms to avoid

The following words (in the right column) should not be used in code, configurations, docs, repos, systems, comms, etc. They contain profanity, use gender-based slang, have offensive language, or otherwise don't reflect Uber's values.



- stop, terminate, cancel, end
- friend, person, you



- abort (see left column for alternatives)
- bro (see left column for alternatives)
- WTF
- bastard
- swear words

thus, hence, such that

Try to match the voice of Uber even while speaking to engineers. We're grounded in reality, so we should look for shorter, more human ways to draw conclusions and parallels. Use "so," "because," and "so that" instead.

Uber Engineering

- Capitalized when talking about the org as a big entity; note: lowercase "team" if saying "the Uber Engineering team"
- Otherwise, don't capitalize "engineering" or "engineer," unless it's someone's job title

See [capitalization](#) and [team](#).

Localization

L10n's style guide is localized to 48 locales. [These style guides](#) consist of standards that translators must follow in order to ensure brand consistency and legal compliance across different languages and regions. Localization, UX Writing, and other stakeholders in Product, Marketing, Legal, and CommOps globally work together regularly to ensure alignment.

A unified and consistent global brand voice can set our company apart from the competition, enhance the user experience, and cement our position as a global leader. Help us build a unified brand voice by checking out some [quick tips](#) on how to write copy that will resonate with our users around the world.

Also, Localization's internal Language Quality Program Managers are always available to answer your language and design queries at t.uber.com/languageq and t.uber.com/globaldesignq.

cultural and legal concerns

To help you draft copy that's acceptable and compliant in the places where people will be reading it, check out [these guidelines](#) specific to locales around the world. Getting ahead of these issues can save time, money, and possible legal headaches. Topics include diversity, food and alcohol, holidays, safety, and more.

message context

Message context will help translators make the correct linguistic decisions about what your content means so that they can properly convey that meaning in other languages. Among the information you can provide to translators: location of the string/copy and its meaning; how users interact with it; character count limit (noting that some languages require 3 times the space of English); screenshots; audience; purpose of the content; timeline (such as campaign or evergreen); and the countries where it will appear. Some don'ts: internal terms, idioms, words in all-caps. For more information, you can [go here](#).

Depending on your team and project, you might enter message context directly in Rosetta, in a Google Sheet, in a Figma file, or elsewhere. Questions? Try the [Localization Slack channel](#).



- This message will be shown to new riders on their way home.
- This is a label for a table that shows busy times for drivers. This is an abbreviation for "Friday."



- Please translate
- Same as key name

Uber for Business

The style points contained in this appendix are intended for any copy that relates to [Uber for Business](#). What's below are either exceptions to guidelines in the main part of this style guide or terms that are specific to this line of business. One important note: Always say "Uber for Business" externally (never "U4B"). Likewise, say "Uber Eats for Business" rather than "E4B."

account vs. business profile

An account is what an admin or organization sets up when their company signs up for Uber for Business. With an Uber for Business account, admins can create travel and meal programs, send vouchers, and book rides.

A business profile is what an employee creates either to use on their own (unmanaged profile) or to link to a company's Uber for Business account (managed profile). By linking, employees can separate their personal and business rides, get receipts sent to their work email, and receive other benefits. Employees can toggle between their business and personal profiles (for instance, to use a voucher, they must be using their personal profile).

See [audiences](#).

allowance

An allowance is what a company allows an employee to spend (such as on a meal or a ride). A company can provide an allowance and set a limit on an allowance through a spending cap.

audiences

Admins, coordinators, and employees are the main Uber for Business audiences. Customers and clients are also considered Uber for Business audiences. Here are some distinctions:

admin

- The decision maker for a group account, an admin can add/invite others to the group, can set permissions and policies, and has full visibility into billing details. An admin might also be a coordinator, but not necessarily. We can use the word "admin" in marketing materials, but not in product.

coordinator

- A coordinator is designated by an account admin to arrange rides for others and manage day-to-day account activity. An admin might also be a coordinator, and a coordinator might also be an admin, but not necessarily.

employee

- Use only when speaking to an admin who works for a specific organization and is inviting employees (members) to an Uber for Business account.

billing

Centralized billing refers to having one payment method that an organization sets.

Decentralized billing refers to every employee adding a payment method to their business profile and using that for work-related rides or meals (such as by using a corporate card). Note: “decentralized billing” is an internal-only term.

features

The functionalities of a product (such as expense integration for Central).

See [Central](#).

guest products

Do not use this term externally. (It refers to the dashboards where admins and others go to arrange rides and set up vouchers.)

linking

This is an internal-only term referring to what employees do when they create a business profile and add a work email address and business credit card to their Uber account. Do not use this term externally. Instead, consider an alternate, more casual phrasing such as “connecting.”



- As an admin, you can see the percentage of invited employees who have successfully connected their personal account.



- Employees will receive an instructional email to link their account.

products

These are the Uber for Business products solving for multiple use cases (such as Central, gift cards, Vouchers, travel programs, and meal programs).

See [Central](#), [use cases](#), [Vouchers/vouchers](#).

programs

An admin can create a program for travel and/or meals. Then they can add employees to that program so the employees can order rides or meals for work. For example, an admin sets up a commute program through the Uber for Business dashboard, adds all the company’s employees to it, and adds controls around allowances and destinations. Employees of the company can then select that program with their business profile when using the Uber app and commute to work by requesting a ride with Uber.

See [account vs. business profile](#), [allowance](#).

solutions

The Uber for Business offering/product suite that solves for a specific customer need. Examples include commute, event transport, and courtesy rides.

Uber Health

See [Uber Health](#).

use cases

This refers to the specific way a solution can be applied to customer needs. For example, commute use cases would include late-night rides, last-mile programs, and daily commute.

See [solutions](#).

Uber Freight

The style points contained in this appendix are intended for any copy pertaining to Uber Freight. They're either exceptions to guidelines in the main part of this style guide or terms that are specific to Freight.

app

We can call it “the app” only after first introducing its name, Uber Freight, because there are a variety of Uber apps.

See [app](#).

broker

An entity that arranges for the transportation of property on behalf of a shipper by contracting with a motor carrier whom the broker compensates.

- A broker does not transport the property
- Uber Freight is a non-asset-based third-party logistics (3PL) broker that arranges for the transportation of freight

Freight

Use only internally; externally we always say “Uber Freight.”

legal guidelines

To read the latest guidelines from Uber’s Legal team, go [here](#). For Uber Freight–specific legal guidelines, go [here](#). Below are some highlights:



- Driver
- Uber Freight matches carriers with shippers
- Uber Freight pays carriers
- Sign up for Uber Freight *or* Use the Uber Freight app
- Uber Freight pays the rates listed in the app *or* With Uber Freight, the rate you see is the rate we pay the carrier
- Carrier’s drivers *or* carriers and their drivers



- Partner, app user
- Uber Freight matches drivers with shippers

- Uber Freight pays drivers *or* Uber Freight pays you within 7 days
- Drive with Uber Freight *or* Drive for Uber Freight
- Uber Freight pays great prices/rates *or* Uber Freight pays high prices/rates *or* any other characterization of the rates Uber Freight pays
- Uber Freight drivers *or* Our drivers

loads

Not “rides” or “trips.”

platform



- platform for shippers
- shipper platform



- shipper’s platform
- Shipper Platform

Powerloop

A Powerloop load is more accurately described as an Uber Freight–brokered power-only load that a carrier accepts using the trailer that the carrier rented from Powerloop.

- Uber Freight brokers loads; Powerloop rents trailers
- Powerloop does not have a brokerage license



- Powerloop
- Powerloop, LLC



- PowerLoop
- Power Loop

shipper and customer

A shipper is Uber Freight’s customer. A shipper (or customer) tenders freight to Uber Freight for us to arrange for transportation with a motor carrier.

trucking acronyms and initialisms

Certain acronyms and initialisms are used so frequently in the freight industry that they often are not spelled out on first usage. Examples include:

- BOL (bill of lading)
- CDL (commercial driver’s license)

- FMCSA (Federal Motor Carrier Safety Administration)
- FTL (full truckload)
- HOS (hours of service)
- LTL (less than truckload)
- OTR (over the road)
- POD (proof of delivery)
- USDOT (United States Department of Transportation)

Additional trucking acronyms (and other industry terms) can be found in [Uber Freight's glossary](#).

trucking jargon and slang

Appropriate and accurate use of industry terms—bobtail, deadhead, linehaul, etc.—build credibility with carriers and shippers. But carriers and shippers tend to not use CB (citizens band radio) slang when speaking. It lessens our credibility when we use CB terms in our communications.

Uber Freight Plus

The name can be shortened to “the Plus program” after the first usage. Note that “program” is not capitalized.

vetted

Do not use this word to describe the carrier network.