

# ALTO

Rideshare. Refined.



# ALTO

The brand platform summarizes why Alto exists & what we seek to accomplish.

## HOW TO USE THE ALTO BRAND BOOK?

This book tells the story of the Alto Employer brand — who we are, what we do, why we exist, what impact we're going to have and how we communicate both verbally and visually. Use this book to better understand what we're doing and inspire new ways of doing it.



ALTO



We exist to create  
remarkable journeys.

#### P U R P O S E

We aspire to improve the driver experience from the second a driver enters our depot through every minute they are on the road. We're creating a consistent, connected community to equip drivers with everything they need to focus on the ride.

# ALTO

## PURPOSE

We exist to create remarkable journeys.

## BRAND PLATFORM

This platform is the foundation of Alto's Employer Brand. It explains what we do, why we do it, and how we're different.

## EMPLOYER BRAND POSITIONING

### Core belief

We believe exceptional experiences are delivered by drivers who are equipped with everything they need for safe rides and sustainable careers.

### Brand Differentiator

We are not just a gig, we are a career opportunity

### Brand Values

Safety is our priority  
Teamwork drives us forward.

Consistency is core to the experience  
Hospitality is at our heart.

### Emotional Benefits

You feel secure, supported, and ready to focus on the ride.

### Functional Benefits

We offer everything you need to create exceptional customer journeys every time, in a way that's tailored to your preferences.

# ALTO

We believe exceptional experiences are delivered by drivers who are equipped with everything they need for safe rides and sustainable careers.

## CORE BELIEF

The core belief is a fundamental ethos shared by us and our team members. It is both how we connect with them and why they stay for the long road.

The traditional ride share model requires drivers to be responsible for everything from vehicle maintenance to the customer experience. Alto has thought of everything and takes care of our drivers to ensure drivers can focus on the road and provide an elevated passenger experience on every ride.



A L T O

BRAND VALUES

These value statements drive everything we do.

They are pervasive—coming to life in our day to day work, guiding the decisions of our team, and reinforced in our messaging. They define how we hire, train, celebrate, and coach.

01.

Safety is our priority

02.

Consistency is core to the experience

03.

Teamwork drives us forward

04.

Hospitality is at our heart

ALTO

We are not just a gig,  
we are a career opportunity.

#### EMOTIONAL BENEFITS

You feel secure, supported, and ready to focus  
on the ride.

#### FUNCTIONAL BENEFITS

We offer everything you need to create exceptional  
customer journeys every time, in a way that's tailored to  
your preferences.



A L T O

DESIGN PRINCIPLES

01. Bold

02. Accessible

03. Clean

04. Consistent

05. Current

06. Balanced

07. Dynamic

Design principles emerge from brand values & guide the development of the Alto employee experience — both physical & digital.

We drive design that is clear and consistent in pursuit of accessible communication. Our aesthetic is bold and dynamic, using repeating patterns and road imagery to evoke remarkable journeys and grab attention. We rely on balanced designs to convey a sense of calm and comfort.

# ALTO

Our brand's voice is how we talk about ourselves & treat others.

The Alto Employer Voice is clear and simple, with a feeling that is approachable and friendly. Alto is influential and important, but “servant hearted” in the way we care for our drivers and our passengers. Alto has a calm professional demeanor, while bringing a little bit of wit to any conversation. We speak clearly and directly, with an energetic and empowering tone.

Alto's voice is...

Professional and direct... but not stuffy or solemn

Warm and colloquial... but not verbose or uneducated

Clear and accessible... but not dull or dry

Charming and witty... but not goofy or silly

Attentive and attuned... but not servile or presumptuous

ALTO

*Our Cars.*

*Your Opportunity.*

*Rideshare with  
No Roadblocks*

*Driving the Future  
of Rideshare*

## Characteristics of the Alto Employer Voice

- Clear and friendly
- Short and smart
- Choose more informal words when possible
- Show we are in the know about rideshare and its pain points
- Simplify—say a lot with a little
- Be bold, fun, and empowering when possible

Use fun driving words and sayings...

- Driving the future of rideshare
- We exist to create remarkable journeys
- Rideshare with no roadblocks
- To the road ahead
- Cruise with confidence
- Fuel your future
- Shift into success

# ALTO

Headlines Look Like This

Subheading can look like this

OR SUBHEADINGS CAN LOOK LIKE THIS

Paragraphs should follow standard capitalization rules like this.



ICON TITLE



A longer icon title could look like this

## Capitalization and Copy Guidelines

- **Headlines** should be in title case and Optima font
- **Subheadings** should be in sentence case Optima or all caps Px Grotesk
- **Paragraphs** should use standard capitalization rules
- **Icon titles** should be in all caps or title case
- **Icon descriptions** longer than 2 words should be in sentence case
- **Branded Alto products** should be in title case like Alto Milestone Program, TAP Bonus
- Use of exclamation points should be minimal
- Use **en dash** for times: 9-5
- Use **em dash** in copy like a semi-colon with no spaces: Here is an example—it looks like this
- Be sure to **hyphenate** words like on-demand when used as an adjective
- Do not hyphenate pickup and dropoff

### Emoji Usage

- Choose simple, elegant and efficient emojis that catch attention without feeling spammy. Any emojis used should be intuitive and easy to understand.

Some examples:

- Yes: 🌟🙌👤👀⬆️❗🚫🚗🚗
- No: 😊 (no faces) 💀 (no hearts)

## Value Proposition Standard Wording

- **All Expenses Covered:** Alto takes care of everything you need—fuel, maintenance, insurance, and more—so you can focus on the road.
- **Drive Our Cars:** Avoid wear and tear on your personal car and drive our luxury SUVs.
- **Consistent, Competitive Pay:** Get paid by the hour, not by the ride, and enjoy the benefits of predictable pay with performance bonuses and opportunities for raises.
- **Leading Safety Standards:** Access best-in-class safety features including 24/7 driver support and dashcams.
- **Employee Benefits:** Eligible employees enjoy benefits like healthcare, dental, and vision, plus a 401(k) plan with up to a 4% company match.
- **Keep 100% of Your Tips:** Our clean cars are eligible for premium rides like Uber Black so you can earn the most tips! Our top drivers make over \$25/hr including base hourly pay, bonuses, and tips.
- **Personalized Scheduling:** Choose between full-time or part-time, plus flexibility to pick up extra shifts that fit your busy schedule.
- **Growth Opportunities:** Be a part of a rapidly growing team with opportunities for professional development and career advancement.

A L T O

## Typography

Typography is more than just letter form, it

is the way language looks and feels. It  
portrays our unique voice and character.

Our Employer Brand utilizes the same fonts  
as the standard Alto Brand, with additions  
of bold options and fallback fonts for  
operational needs.

**Optima Bold for signage**

Optima for headlines and poetic copy

**Px Grotesk Bold for directional signage**

**Px Grotesk for paragraph text and functional copy**

**Helvetica for live text where Px Grotesk is not available**

# ALTO

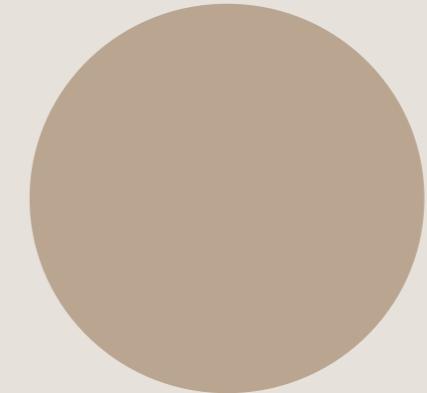
## COLOR PALETTE

Our brand colors are built around a series of warm, natural tones inspired by nature, coupled with the spirit of adventure and travel. Our primary brand colors, Mohegan and Feldspar, are intended to be functional and widely used. Copper, Gold, and Malachite are best used as accent colors. Our neutrals, Sand, Flint, and Ore should be used as backgrounds or accents. Pure Black and White are allowed to create contrast and readability.



### Mohegan

Hex: #6C685B  
CMYK: 55 / 49 / 60 / 22  
Pantone: UNCOATED 7561 U  
COATED 2328 C



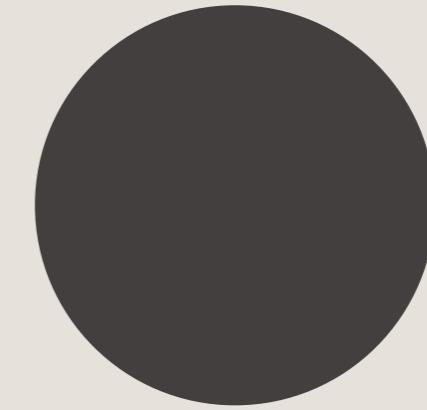
### Feldspar

Hex: #BAA590  
CMYK: 25 / 37 / 50 / 4  
Pantone: UNCOATED 2313 U  
COATED 2312 C



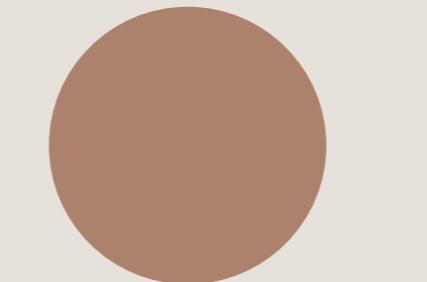
### Sand

Hex: #F7F3EF  
CMYK: 2 / 2 / 4 / 0  
Pantone: COATED 9043 C



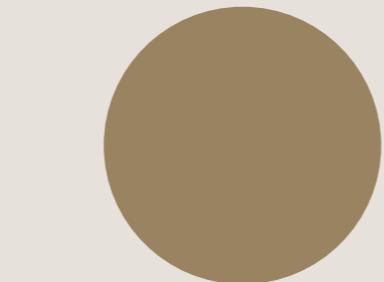
### Flint

Hex: #453F3F  
CMYK: 54 / 42 / 57 / 60  
Pantone: CMYK - P 178-16 U



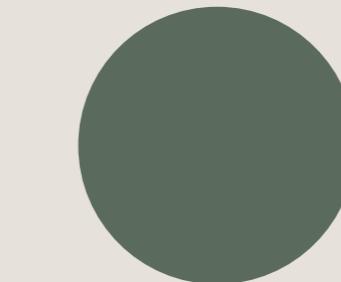
### Copper

Hex: #AC826D  
CMYK: 31 / 43 / 50 / 2  
Pantone: UNCOATED 7565 U  
COATED 479 C



### Gold

Hex: #9A8360  
CMYK: 0 / 33 / 58 / 28  
Pantone: CMYK - P 26-4 U



### Malachite

Hex: #5B6C5C  
CMYK: 80 / 17 / 76 / 51  
Pantone: UNCOATED 7735 U  
COATED 555 C



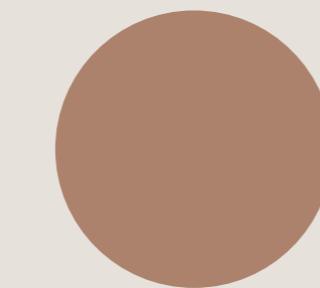
### Ore

Hex: #D7D2C7  
CMYK: 6 / 4 / 7 / 13  
Pantone: UNCOATED WARM GRAY 1 U  
COATED 420 C

# ALTO

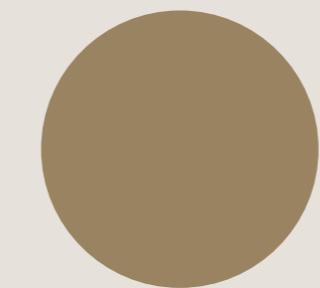
## EXPANDED SECONDARY COLORS

Optional expansions for when the occasion calls for something more!



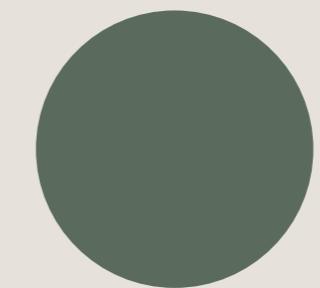
Copper

Hex: #AC826D  
CMYK: 31 / 43 / 50 / 2  
Pantone: UNCOATED 7565 U  
COATED 479 C



Gold

Hex: #9A8360  
CMYK: 0 / 33 / 58 / 28  
Pantone: CMYK - P 26-4 U



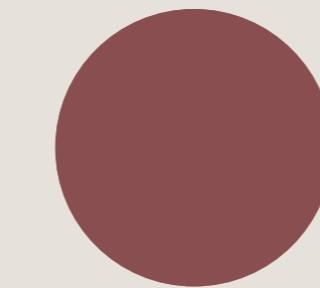
Malachite

Hex: #5B6C5C  
CMYK: 80 / 17 / 76 / 51  
Pantone: UNCOATED 7735 U  
COATED 555 C



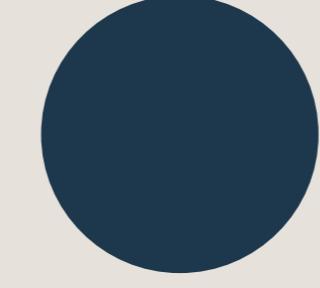
Ore

Hex: #D7D2C7  
CMYK: 6 / 4 / 7 / 13  
Pantone: UNCOATED WARM GRAY 1 U  
COATED 420 C



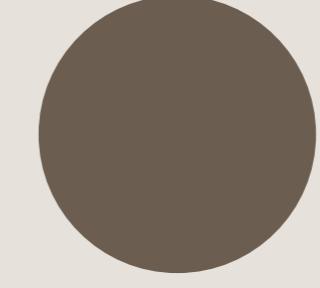
Bramble

Hex: #8A4F51  
CMYK: 37 / 72 / 58 / 23  
Pantone: COATED 4985 C



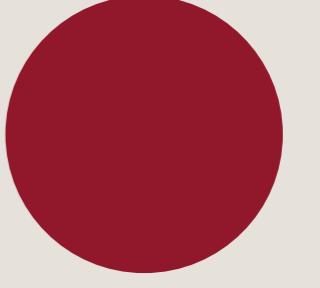
Midnight

Hex: #1E394D  
CMYK: 91 / 71 / 47 / 41  
Pantone: COATED 7546 C



Clay

Hex: #6C5D4F  
CMYK: 51 / 54 / 64 / 28  
Pantone: COATED Warm Gray 11 C



Garnet

Hex: #92192A  
CMYK: 27 / 100 / 84 / 27  
Pantone: COATED 7427 C

# ALTO

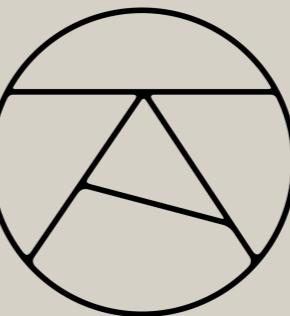
## LOGO MARKS

Alto has three primary marks—the Alto Wordmark, Alto Lockup, and Alto Logo.

Always consider the position of the Alto logo for maximum impact and give it plenty of room to breathe.

Consider the context of logo usage, and use the wordmark or lock up when your key goal is generating awareness.

ALTO LOCKUP



ALTO

ALTO WORDMARK

ALTO

ALTO LOGO



# ALTO

## LOGO LOCKUPS

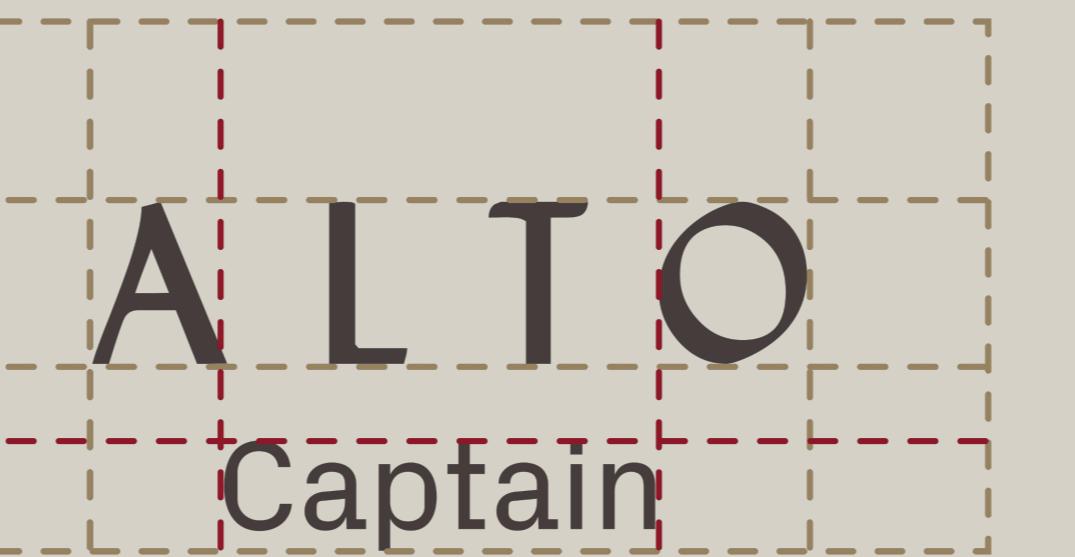
New logo lockups should follow these guidelines.

Words placed below the Alto wordmark should be in Px Grotesk

Words should not expand beyond the A and O of the Alto wordmark.

Words should be centered.

There should be a space between the wordmark and word so that the height of the space and the bottom word is equal to the height of the Alto wordmark. *(As shown in the example)*



# ALTO

## LOGO DON'TS

The Alto logo should never appear in an altered state - one that is not specified in the brand guidelines.

Some examples of ways the logo should not be manipulated are provided here.

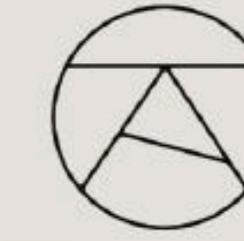


ALTO

Use only colors that exist in the Alto color palette.



Do not alter the proportions of the wordmark.



PRESENTED BY ALTO

Do not add any additional elements to the identity.



ALTO



OTJ A

Do not apply any stylistic or graphic effects to the logos.

The logos should never be reversed, so that we can maintain proper legibility.



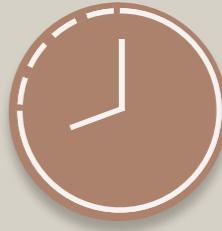
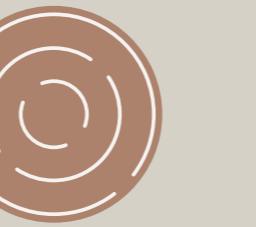
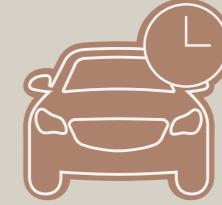
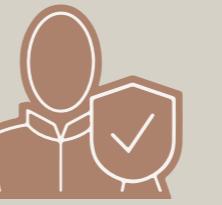
ALTO

The logos should always be placed in locations that are not too complex, so that they can be viewed and read clearly.

# ALTO

## ICONS

Icons are used to convey messages quickly and clearly. Our value props can be clearly communicated through our iconography.



ALTO



Photography is used to communicate a message or tell a story to the viewer.

ALTO



## LIGHT QUALITY

Use natural light with shadow to get that sunny Texas feel, highlighting texture and accentuating shapes. Play with the transition between spaces of light and dark.

# ALTO

## FRAMING

The framing of images should feel cinematic with a wide frame, depth-of-field, and a sense of place.

Capture images straight on where possible, highlighting straight lines and right angles. Composition should be simple and elegant.



ALTO



## TEMPERATURE

The overall temperature of the photo should feel sun-kissed with golden shade. Straddle the line between crisp, clean whites and soft, film-like nostalgia.

# ALTO

## S U B J E C T   M A T T E R

Images that show the driver experience should focus on drivers who look confident and comfortable. Cars should always be clean.

Featured drivers should be well put together. Content should include a mix of drivers looking directly into the camera and focusing away from the lens as if at a passenger entering the car or in the backseat.

Energy should be natural and show drivers at ease.



# ALTO

## DRIVER PROFILE PHOTOS

### Driver Appearance

Drivers should be dressed in their proper Alto uniform shirt and jacket. The driver should be presentable and show the same care they give their appearance when driving. The driver should be smiling and appear relaxed and friendly. Take a few until they feel comfortable!

### Photography Framing

The driver should be in the center and bottom two thirds of the photograph. The photo should be from waist high to the top of the head. Leave white space. We will crop the image to fit the Alto and Uber apps.

### Lighting and Background

Photos should be taken on a clean white background with bright warm lighting. Set up an extra light such as a ring light or photography light to ensure the photo is bright and clear.

