

Rideshare. Refined.

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.

We exist to create  
remarkable journeys.

PURPOSE

We aspire to improve the driver experience from the

## BRANDPLATFORM

This platform is the foundation of Alto's Employer Brand. It explains

## PURPOSE

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.



## EMPLOYERBRANDPOSITIONING

### Core belief

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



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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 to ensure they can focus on the road and provide an elevated passenger experience on every ride.

BRANDVALUES

These value statements

01. 02.  
drive everything we do. Consistency is core to  
Safety is our priority the experience

03. 04.

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.

forward heart  
Hospitality is at our  
Teamwork drives us  
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.

DESIGN PRINCIPLES

Bold Current<sup>01. 05.</sup>  
Accessible  
Balanced<sup>02. 06.</sup>

Clean  
Dynamic<sup>03. 07.</sup>  
Consistent<sup>04.</sup>  
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

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

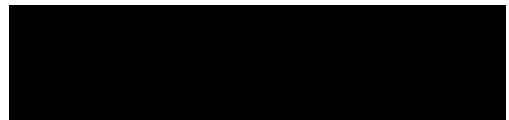
but not stuffy or solemn

Alto's voice is...

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

Professional and direct...

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.

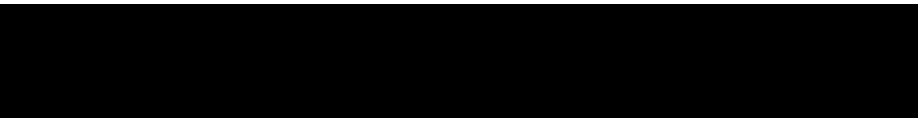


Clear and  
accessible...

but not verbose or

uneducated but not dull or dry

passengers. Alto has a calm professional demeanor,  
while bringing a little bit of wit to any



but not goofy or silly

conversation. We speak clearly and directly,

with an energetic and empowering tone.

but not servile or presumptuous

Attentive and attuned...

Our Cars.

Your Opportunity.

Rideshare with No  
Roadblocks

Driving the Future of  
Rideshare



n Clear and friendly

n Short and smart

n Choose more informal words when possible

n Show we are in the know about rideshare and its pain

pointk n Simplify—say a lot with a little

n Be bold, fun, and empowering when possible



n Driving the future of rideshare

n We exist to create remarkable journeys

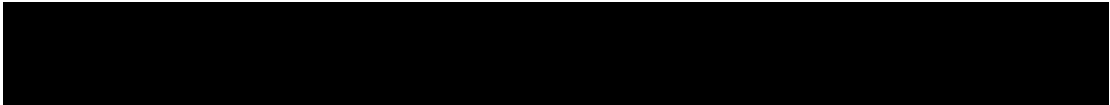
n Rideshare with no roadblocks

n To the road ahead...

n Cruise with confidence

n Fuel your futurr  
n Shift into success

# Headlines 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 rule
- 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-
- 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)



- [ All Expenses Covered: Alto takes care of everything you need—fuel, maintenance, insurance, and more—so you can focus on the road.o
- [ Drive Our Cars: Avoid wear and tear on your personal car and drive our luxury SUVs.o
- [ 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.o [ 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.

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

# Typography

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

COLOR PALETTE

Our brand colors are built around a series of warm, natural tones inspired by nature, coupled

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 Flint

with the spirt of adventure and travel. Our primary brand colors, Mohegan functional and widely used.

best used as

and Feldspar, are intended to be Copper, Gold, and Malachite are accent colors. Our neutrals,

Sand, Flint, and Ore should be Pure Black and White are used as backgrounds or accents. allowed to create contrast and

readability.

## Copper

Hex: #AC826D  
CMYK: 31 / 43 / 50 / 2 Pantone: UNCOATED 7565 U  
COATED 479 C  
Hex: #F7F3EF  
CMYK: 2 / 2 / 4 / 0  
Pantone: COATED 9043 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

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

## Ore

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

## 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

## Bramble

Hex: #8A4F51  
CMYK: 37 / 72 / 58 / 23 Pantone: COATED 4985 C  
Hex: #9A8360  
CMYK: 0 / 33 / 58 / 28 Pantone: CMYK - P 26-4 U

## Gold

## Midnight

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

## Malachite

Hex: #5B6C5C

CMYK: 80 / 17 / 76 / 51  
Pantone: UNCOATED 7735 U COATED 555 C

## Clay

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

## Ore

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

## Garnet

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

## 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 WORDMARK ALTO LOGO



A L T O

ALTO LOCKUP

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)

## 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.

## ICONS

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





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

## L I G H T Q U A L I T Y

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.

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## F R A M I N G

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.

## T E M P E R A T U R E

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.



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## 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.

## D R I V E R P R O F I L E P H O T O S

## 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.

