

# Brand system quick guide

October 2018

Uber

# Welcome

This document is designed for Uber's partner and sponsor ecosystem. When communicating together, in various partnership environments, we want to safeguard our brand and assist you in:

- featuring and referencing the Uber brand effectively and correctly
- providing access to the correct Uber brand assets

All partner led creatives must be pre-approved by the Uber brand team.

## 1. Logo

- Logo and clear space
- Lock-ups - partnership & product

## 2. Color

- Primary brand colours and Safety blue
- Secondary colours and Usage proportions

## 3. Typography

- Uber Move
- Pairings - display
- Hierarchy examples and Call to action

## 4. Assets

# Logo

## Logo

Logo should be white on darker backgrounds and black on lighter backgrounds.

The word "Uber" is displayed in a white, sans-serif font against a solid black background.The word "Uber" is displayed in a black, sans-serif font against a solid white background.

## Clearspace

Clearspace around the logo is equal to the cap height of the U.



# Logo

## Product lockup

Spacing and alignment guidance for aligning product names with the logo.

Vertical lockup



Horizontal lockup



## Partnership lockup

Aligning partnership logos should follow clear space rules. The separating line between logos can be created either by the vertical line glyph in the Uber Move Display Light at the same size as the logo.

Horizontal Lockup



# Color

## Primary brand colors

Our primary brand colors are white and black. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

## Safety Blue

Safety blue is an important color that is unique to Uber and should be used sparingly for moments of support, assurance, and delight at moments of interaction between a user and the brand.

### White

RGB — 255 255 255  
CMYK — 0 0 0 0  
HEX — FFFFFFFF  
PMS — White

### Black

RGB — 0 0 0  
CMYK — 70 35 40 100  
HEX — 000000  
PMS — Black 6 C

### Safety Blue

RGB — 39 110 241  
CMYK — 84 54 0 0  
HEX — 276EF1  
PMS — 2174 C

# Color

## Secondary colors

Our secondary colors pull from the colors of transportation. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency. The secondary colors are only used reasonably for illustrations and within product.

### Uber Green

RGB — 71 179 117  
CMYK — 93 0 63 0  
HEX — 47B275  
PMS — 2416 C

### Uber Yellow

RGB — 255 192 67  
CMYK — 0 21 76 0  
HEX — FFC043  
PMS — 135 C

### Uber Red

RGB — 230 76 53  
CMYK — 0 82 80 0  
HEX — F25138  
PMS — 7417 C

### Uber Brown

RGB — 153 100 77  
CMYK — 13 56 61 32  
HEX — 99644C  
PMS — 7525 C

### Uber Orange

RGB — 255 125 73  
CMYK — 79 59 0 0  
HEX — FF7D49  
PMS — 164 C

### Uber Purple

RGB — 115 86 191  
CMYK — 80 74 0 0  
HEX — 7356BF  
PMS — 2102 C

## Usage proportions

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people.

White plays a very important role in all brand communications and should provide balance with black.

Safety Blue is only used for critical moments that warrant care between Uber and the user.

Primary colors

Safety color

Secondary colors

# Typography

## Uber Move

Uber Move is a key element in our brand. It works to maintain consistency, create clarity, and provide equity to the brand as a global leader in multi-modal transportation.

We have **Uber Move Display** used for headlines and sub headlines and **Uber Move Text** used for body copy.

## Pairings – Display

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight.

Uber Move Display

Light  
Regular  
Medium  
Bold

Uber Move Text

Light  
Regular  
Medium  
Bold

Option 1

Medium

Header

Light

Subhead

Option 2

Bold

Header

Regular

Subhead

# Typography

## Hierarchy example

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

## Calls to action

There are 2 ways to create and identify call-to-actions for brand communications. Use Uber Move Text Bold for Action and Uber Move Display Bold for Buttons.

**Headline**  
Uber Move Display Medium

6 words or more  
1.5x logo point size (minimum)  
1.0 leading  
0 tracking

**Subhead**  
Uber Move Display Light

½ headline  
1.2 leading  
0 tracking

**Logo**

Logo height =  
composition margin width

Uber  
**This headline is two  
lines set in medium**

Uber  
This subhead is 1/2 the point size  
of the headline and set to light

Uber

Action

Button

Inactive

[Learn more >](#)

[Sign up to drive →](#)

Hover/Active

[Learn more >](#)

[Sign up to drive →](#)



# Assets

## Logo Assets

<https://drive.google.com/drive/u/1/folders/14J25RrgKwMqToxhd9AhIU-bd3V7f64jg>

## Logo Product Lockups

<https://drive.google.com/open?id=1j6kZFsOMZ2WJBBxLT9ia2f0fJJpHlwLR>

## Logo Partnership Lockups

<https://drive.google.com/open?id=1eilw-EBtCsRZloBR22BWGWIC8hp5wlQL>

## Color Assets

[https://drive.google.com/open?id=1MAytoi\\_UW\\_YX24RgeyZKcLTleYurCBY4](https://drive.google.com/open?id=1MAytoi_UW_YX24RgeyZKcLTleYurCBY4)

## Typography Assets

[https://drive.google.com/open?id=1oKKGpzCmQUyuEVao\\_Hx4GsZS6TLs94hT](https://drive.google.com/open?id=1oKKGpzCmQUyuEVao_Hx4GsZS6TLs94hT)

Thank you.

Uber