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 preapproved by the <u>Uber brand team</u>.

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.

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Clearspace

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



Logo

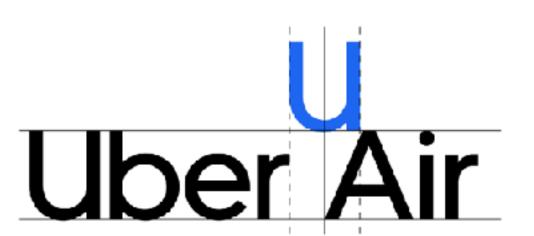
Product lockup

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

Vertical lockup

Horizontal lockup

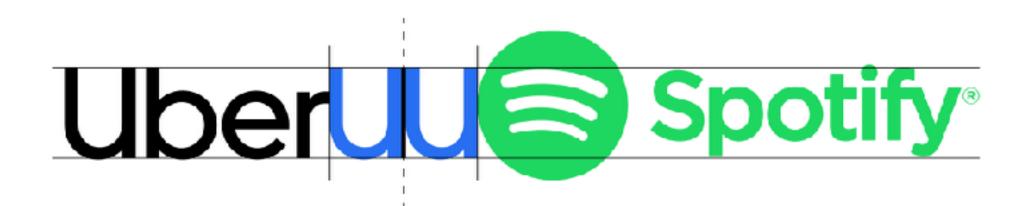




Partnership lockup

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 — FFFFF 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

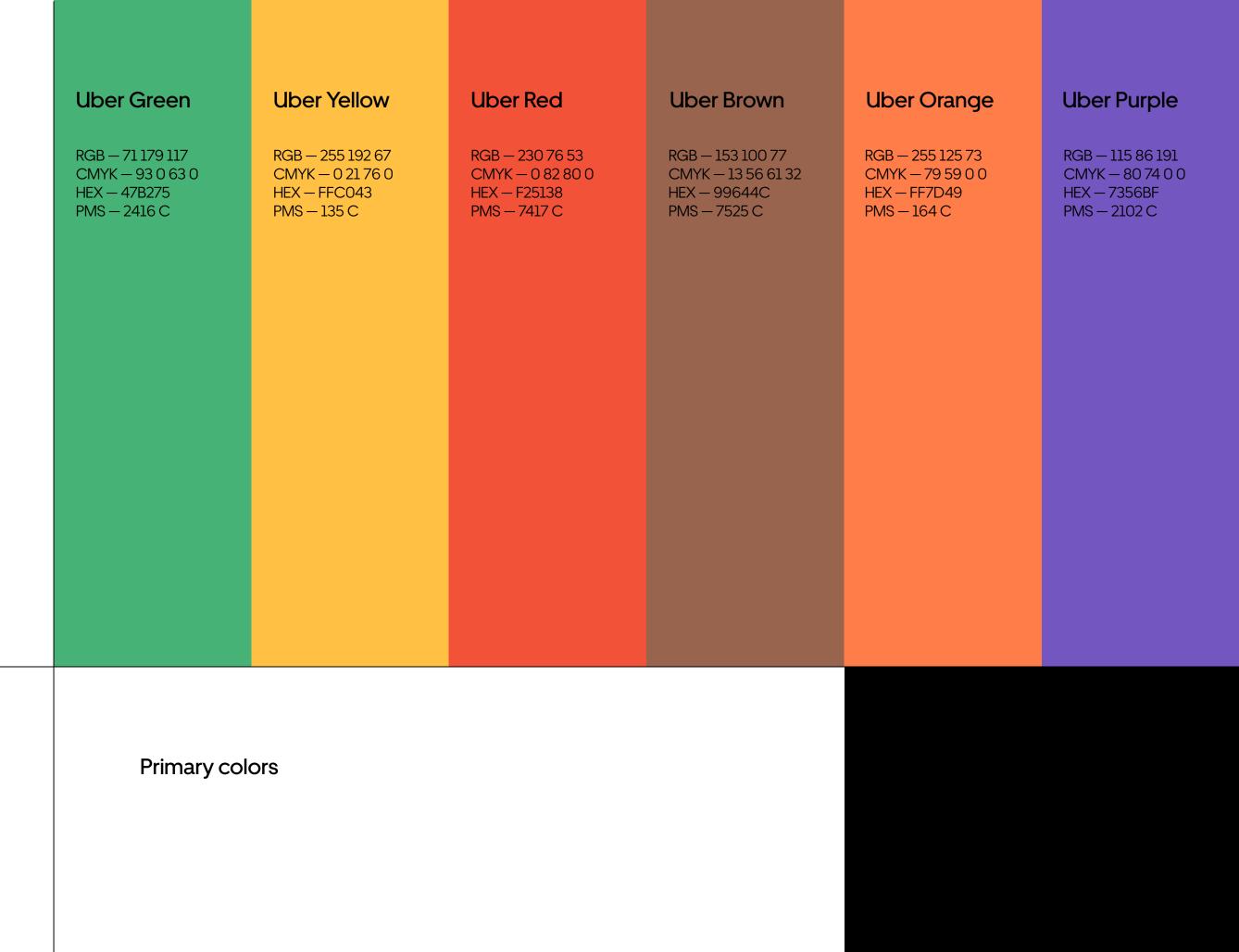
Our secondary colors pull from the colors of transportation. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency. The secondary colors are only used reasonably for illustrations and within product.

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.



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.

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

This headline is two lines set in medium

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

Logo

Logo height = composition margin width

Uber

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.

Action

Button

Inactive

Learn more >

Sign up to drive ->

Hover/Active

Learn more >

Sign up to drive \rightarrow

Assets

Logo Assets

https://drive.google.com/drive/u/1/folders/14J25RrgKwMqToxhd9AhlU-bd3V7f64jg

Logo Product Lockups

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

Logo Partnership Lockups

https://drive.google.com/open?id=leilw-EBtCsRZloBR22BWGWIC8hp5wlQL

Color Assets

https://drive.google.com/open?id=1MAytoi_UW_YX24RgeyZKcLTleYurCBY4

Typography Assets

https://drive.google.com/open?id=loKKGpzCmQUyuEVao_Hx4GsZS6TLs94hT

Thank you.

Uber