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 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.

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.
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.
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.
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.
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.
Assets

Logo Assets
https://drive.google.com/drive/u/1/folders/14J25RrgKwMaToxhd9AhU-bd3V7f64ig

Logo Product Lockups
https://drive.google.com/open?id=1j6kZFsOMZ2WJBBxLT9ia2f0fJjpHlwLR

Logo Partnership Lockups
https://drive.google.com/open?id=1eiIw-EBtCsRZIoBR22BhGWIC8hp5wlQL

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

Typography Assets
https://drive.google.com/open?id=1oKKGpzCmQUyuEvaohx4GsZS6TLs94hT
Thank you.