

# Logotype Guidelines

Version 1.0  
01.31.16

The Uber logo, consisting of the word "UBER" in white, uppercase, sans-serif font, centered within a black square. The square is positioned in the bottom right corner of the page, overlapping a vertical teal patterned bar that runs along the right edge of the document.

**UBER**

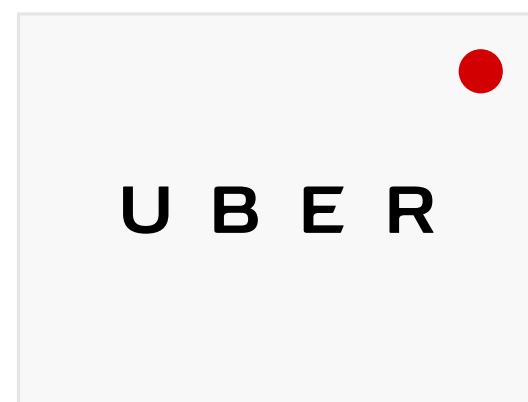
Our logotype is the cornerstone of our brand identity and design framework.

The Uber logotype has evolved with Uber. Its simplicity denotes quality and elegance, and it's meant to stand alone. The logotype creates immediate brand recognition and builds equity with every impression.

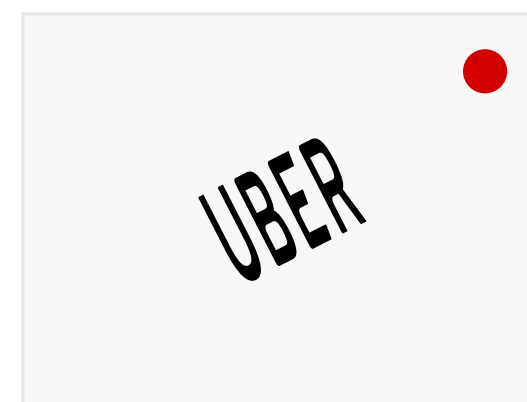
Logotype

# Logotype

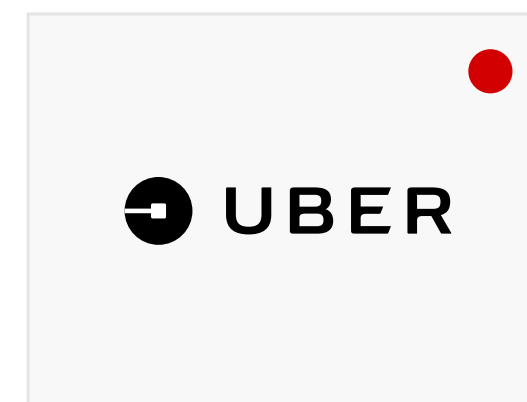
The combination of straight and curved lines denotes both the confidence and approachability of our brand.



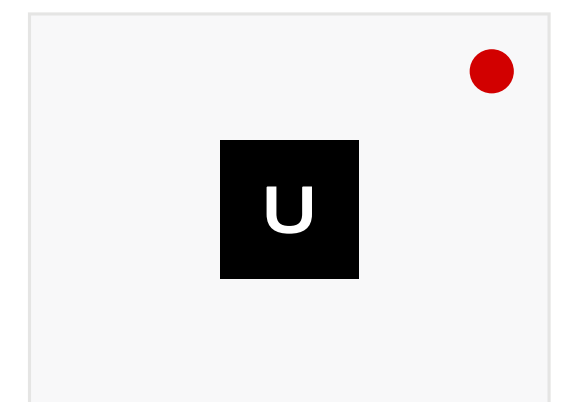
The amount of space between the characters is never altered.



The logotype is always horizontal. It's never rotated in any direction.



The logotype is never paired with the app icon.



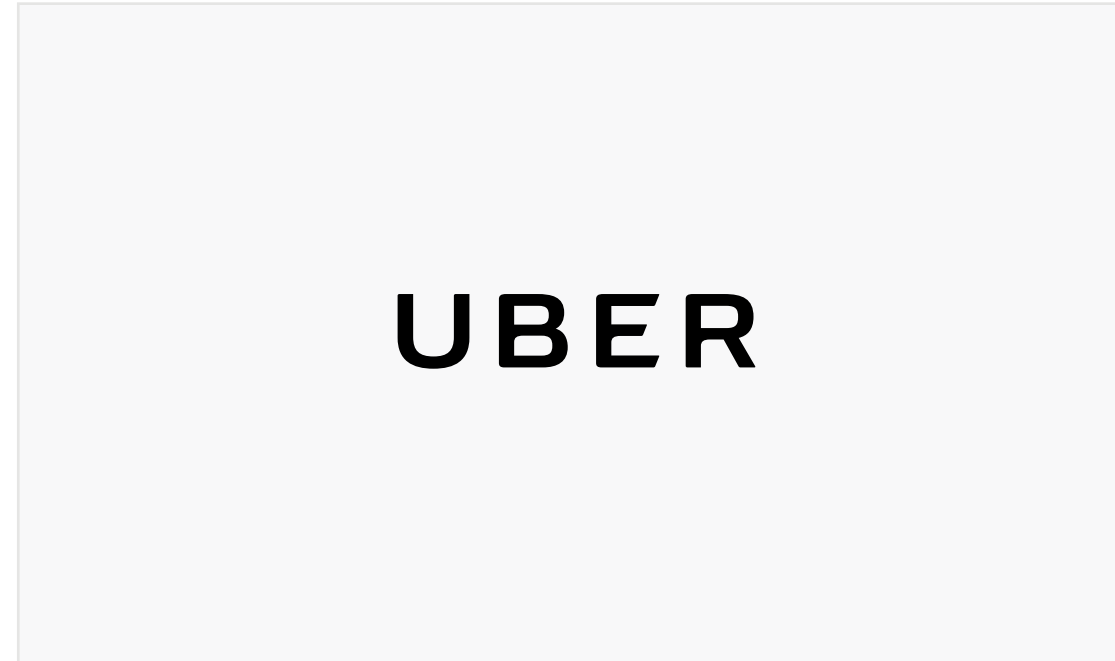
Individual letters do not stand alone.

## Logotype specifications

Follow these specifications when creating any design.

### Logotype color variations

The logotype is either black or white and always contrasts with the background. For optimum reproduction quality in all media, the logotype is provided in 4 color modes: HEX, RGB, CMYK, and Pantone.



#### Black

Use the black version of the logotype on light backgrounds.

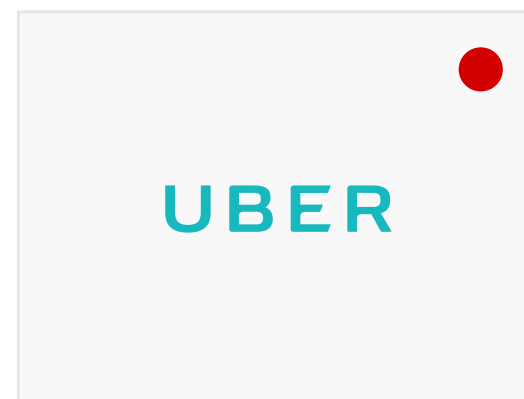
	<b>Black</b>	HEX: #000000 RGB: 0/0/0 CMYK: 60/40/40/100 Pantone: Black 6U
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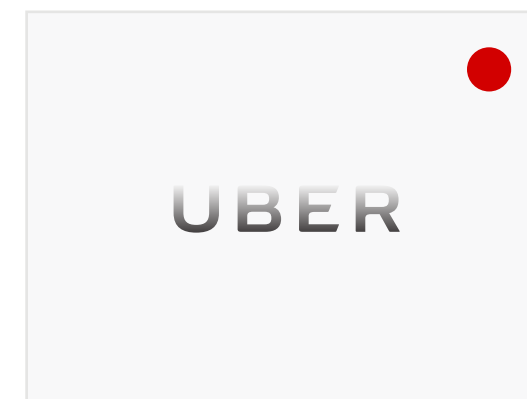
#### White

Use the white version of the logotype on dark backgrounds.

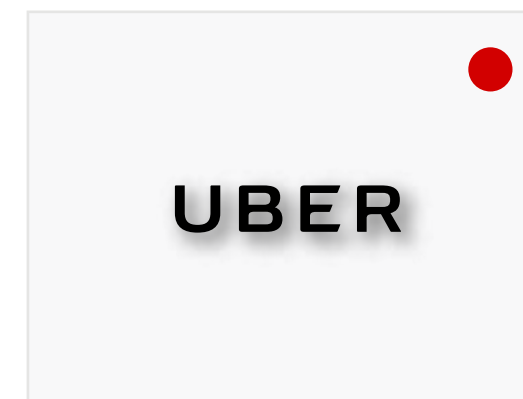
	<b>White</b>	HEX: #FFFFFF RGB: 255/255/255 CMYK: N/A Pantone: N/A
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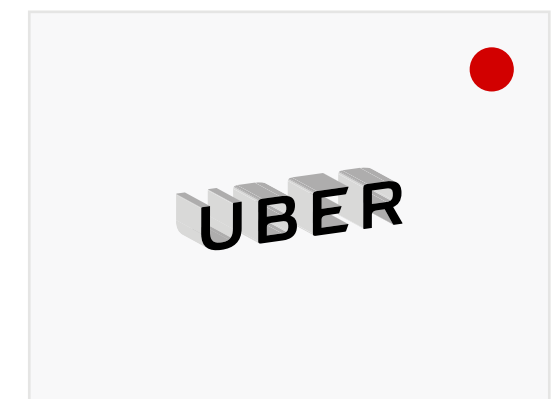
The logotype is always white or black.



No gradients or artificial textures are added to the logotype.



Drop shadows are never added to the logotype.



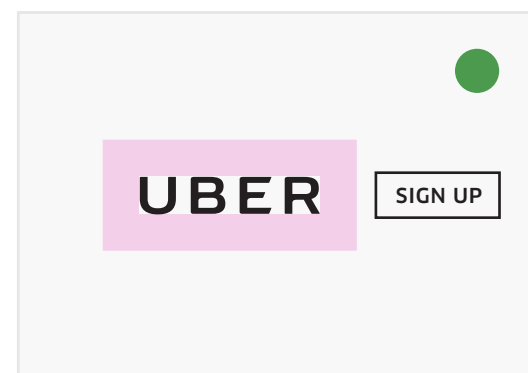
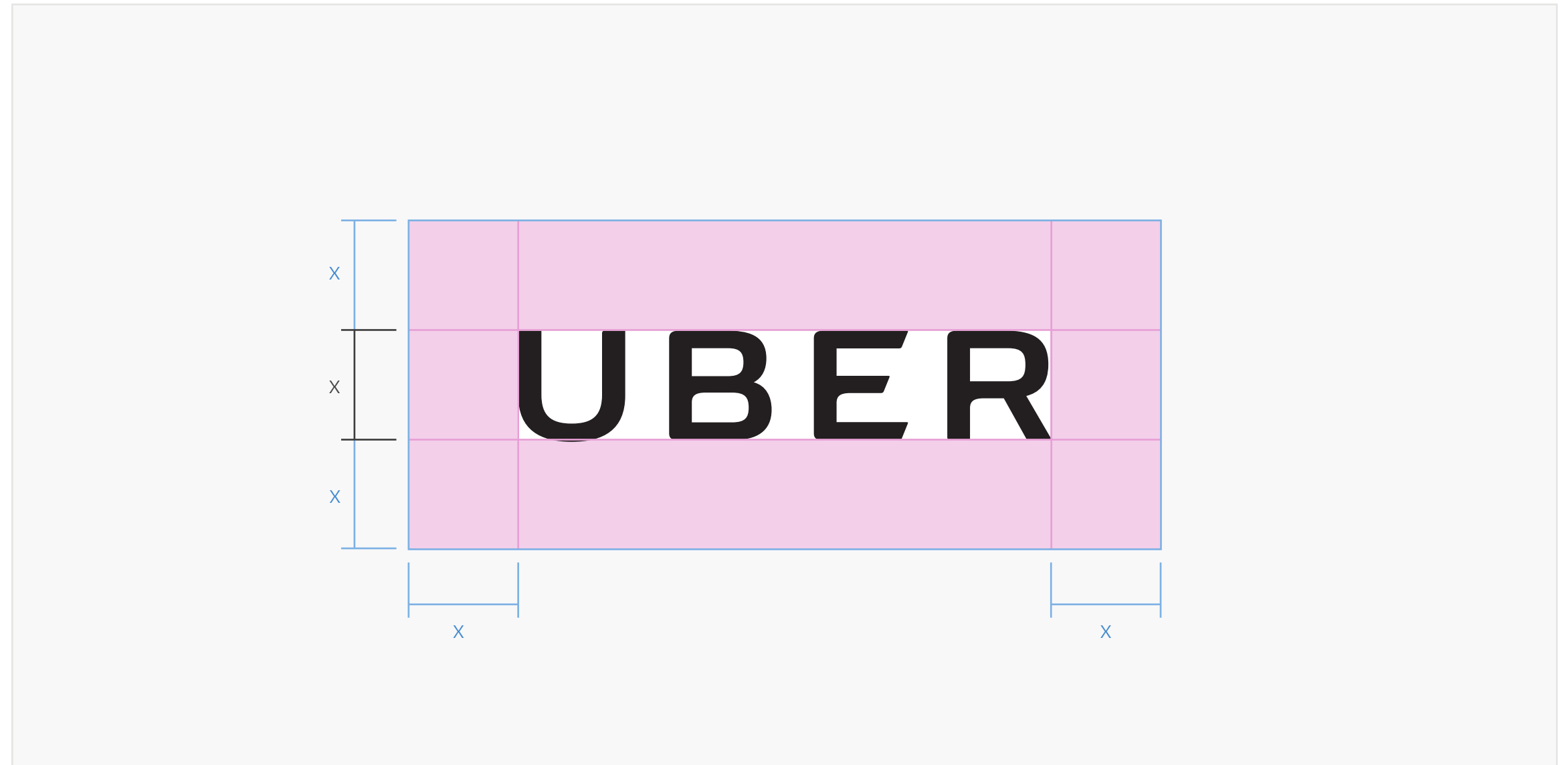
The logotype is always flat. It does not appear three-dimensional.

# Logotype specifications

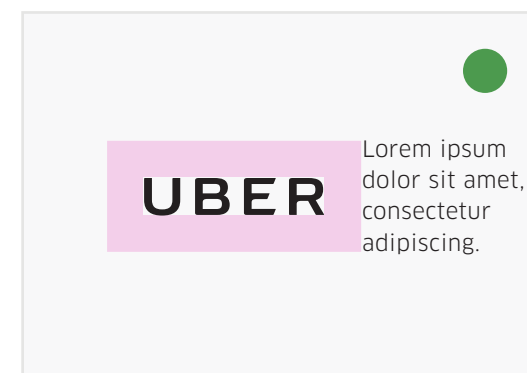
## Clear space

The clear space around the logotype allows it to stand out from surrounding elements.

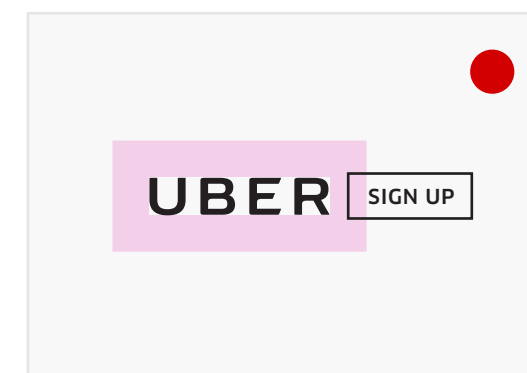
Clear space is proportional to the height of the logotype. Whenever possible, allow more clear space around the logotype than the minimum specified.



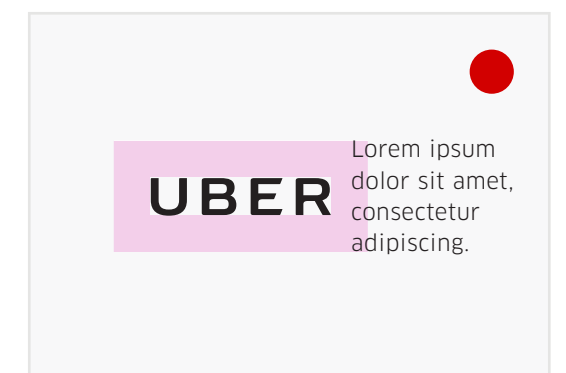
Elements are outside the clear space.



Elements are outside the clear space.



Other elements are never placed inside the clear space.



Other elements are never placed inside the clear space.

## Logotype specifications

### Minimum sizes

To preserve legibility, the logotype never appears smaller than the following sizes:

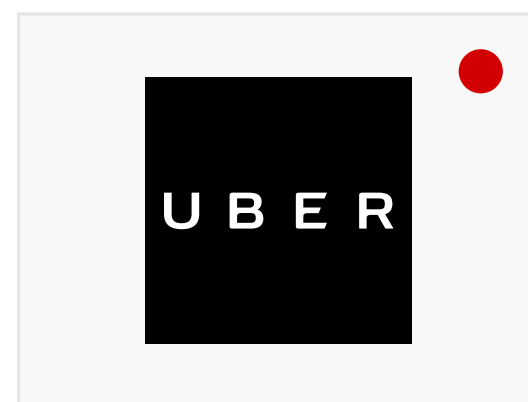
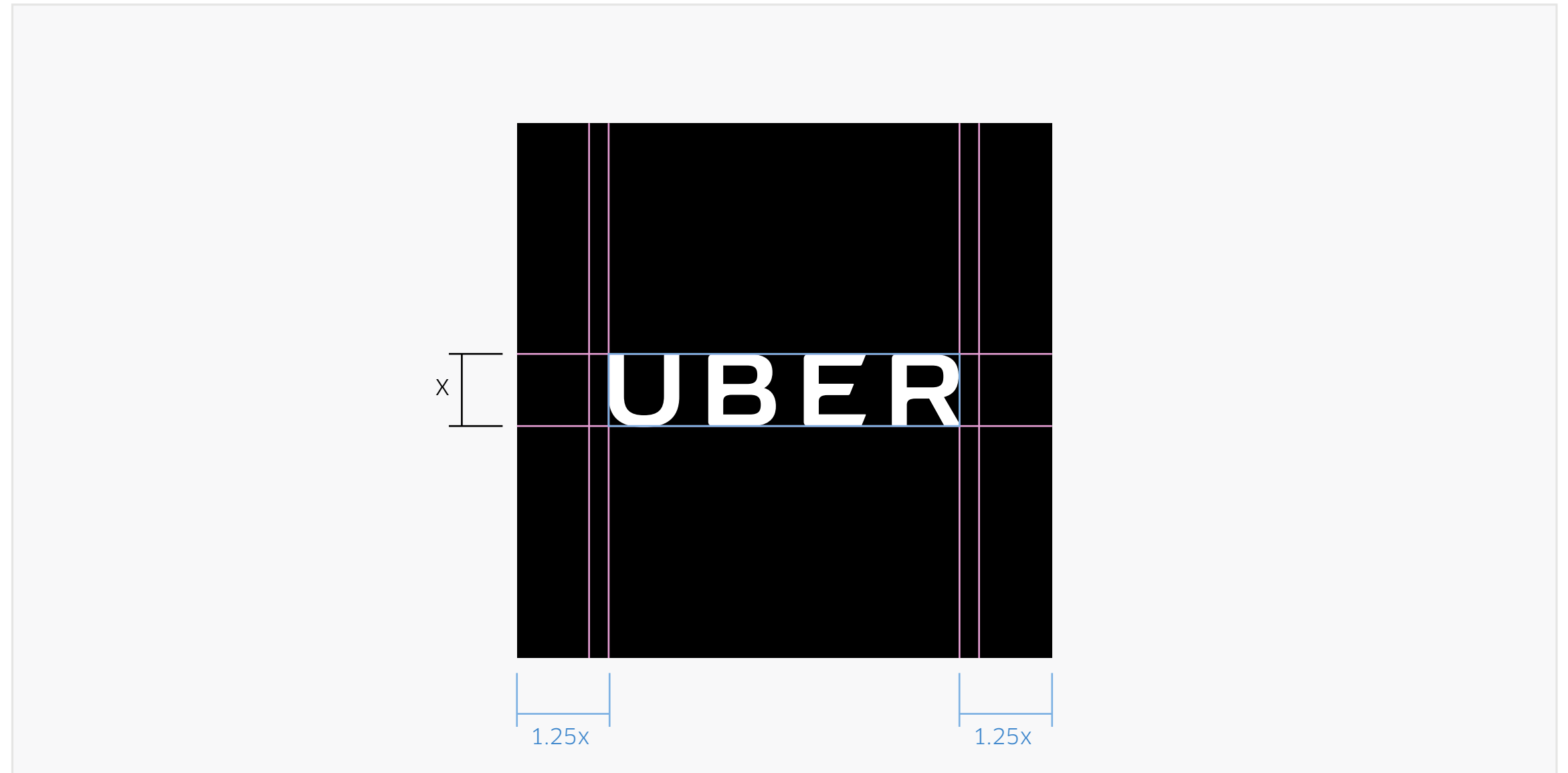
**Digital** - 12px high

**Print** - 0.2in / 5mm high

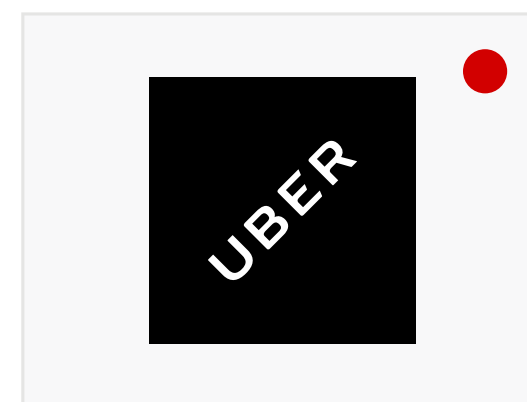


## Logo Bit

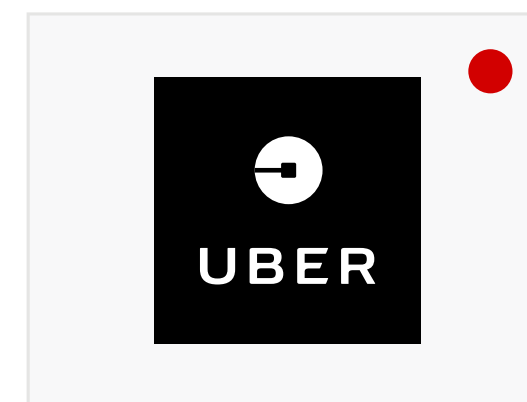
The Logo Bit combines the Uber logotype and the Bit. The Bit represents technology and our logical, ordered side.



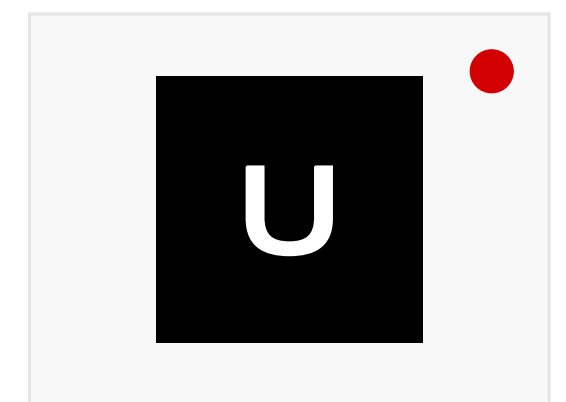
The amount of space between the characters is never altered in the Logo Bit.



The logotype is always horizontal in the Logo Bit. It's never rotated in any direction.



The logotype is never paired with the app icon in the Logo Bit.



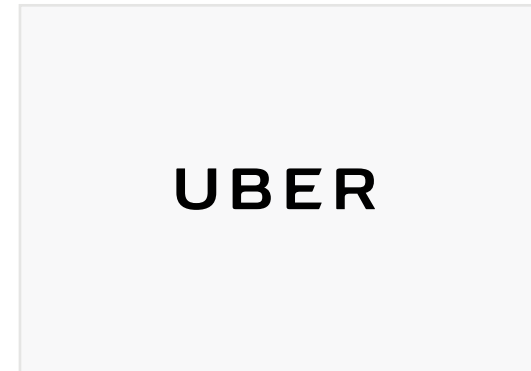
Individual letters do not stand alone in the Logo Bit.



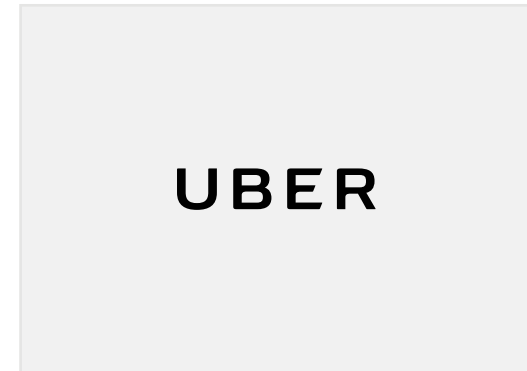
## Logotype usage

### Standard neutral backgrounds

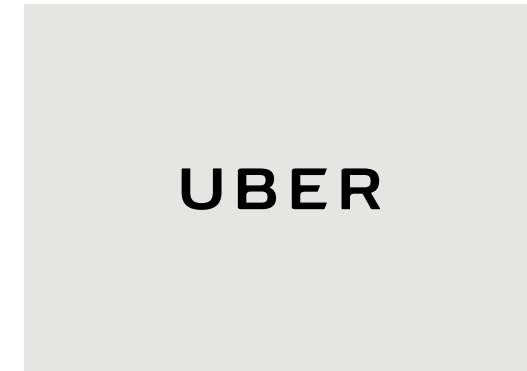
The logotype requires a sufficient level of contrast with the background.



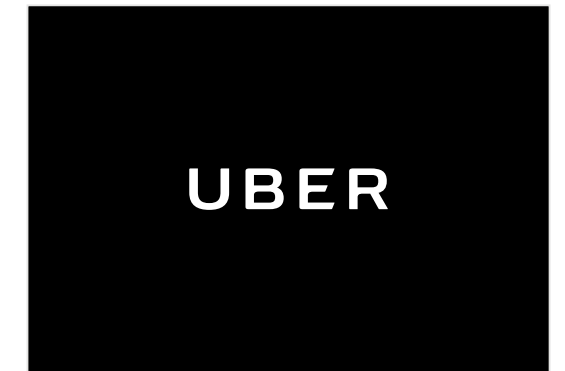
	<p><b>Grey 1</b>    HEX: #F8F8F9                  RGB: 248/248/249                  CMYK: 7/6/3/1                  Pantone: N/A</p>
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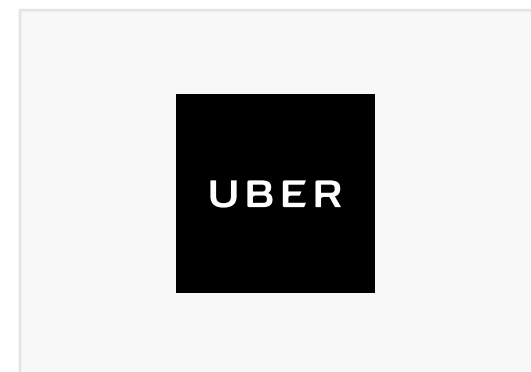
	<p><b>Grey 2</b>    HEX: #F1F1F1                  RGB: 241/241/241                  CMYK: 9/8/6/3                  Pantone: N/A</p>
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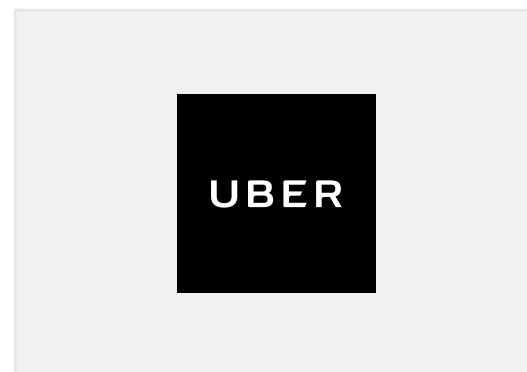
	<p><b>Grey 4</b>    HEX: #D6D6D5                  RGB: 214/214/213                  CMYK: 17/14/13/4                  Pantone: N/A</p>
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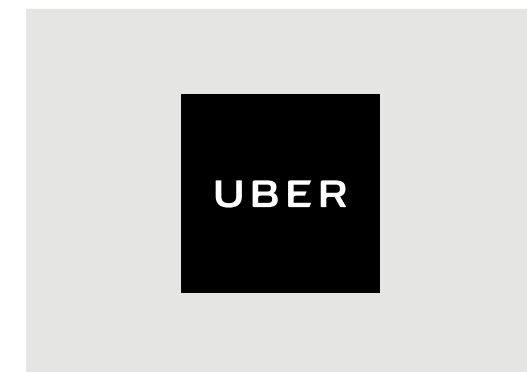
	<p><b>Black</b>    HEX: #000000                  RGB: 0/0/0                  CMYK: 60/40/40/100                  Pantone: Black 6U</p>
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	<p><b>Grey 1</b>    HEX: #F8F8F9                  RGB: 248/248/249                  CMYK: 7/6/3/1                  Pantone: N/A</p>
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	<p><b>Grey 2</b>    HEX: #F1F1F1                  RGB: 241/241/241                  CMYK: 9/8/6/3                  Pantone: N/A</p>
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	<p><b>Grey 4</b>    HEX: #D6D6D5                  RGB: 214/214/213                  CMYK: 17/14/13/4                  Pantone: N/A</p>
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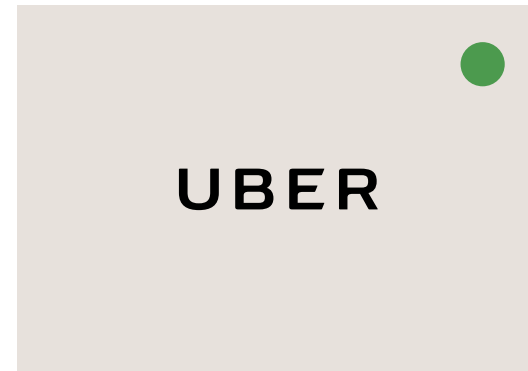


	<p><b>Black</b>    HEX: #000000                  RGB: 0/0/0                  CMYK: 60/40/40/100                  Pantone: Black 6U</p>
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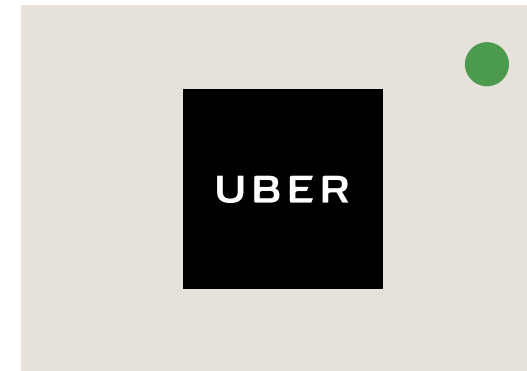
## Logotype usage

### Color background

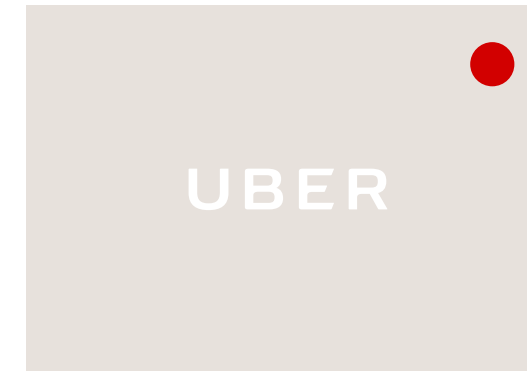
The black logotype or black Logo Bit is used on light colored backgrounds. The white logotype or white Logo Bit is used on dark colored backgrounds.



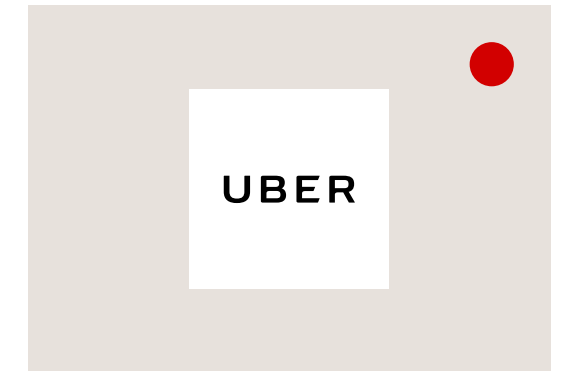
The black logotype is used on light backgrounds.



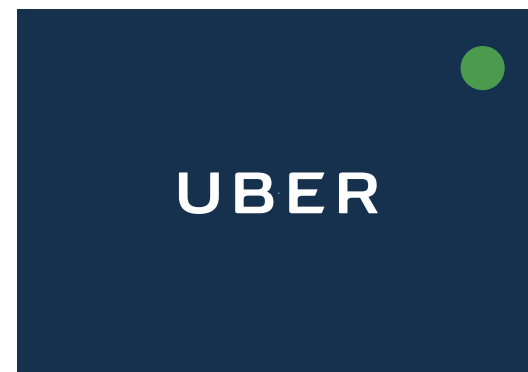
The black Logo Bit is used on light backgrounds.



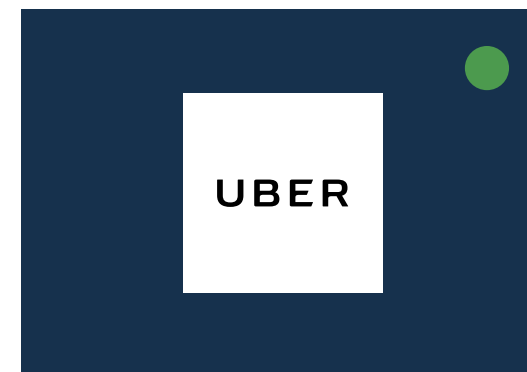
The white logotype is never used on light backgrounds.



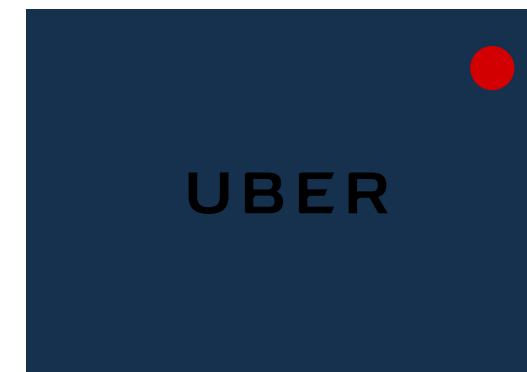
The white Logo Bit is never used on light backgrounds.



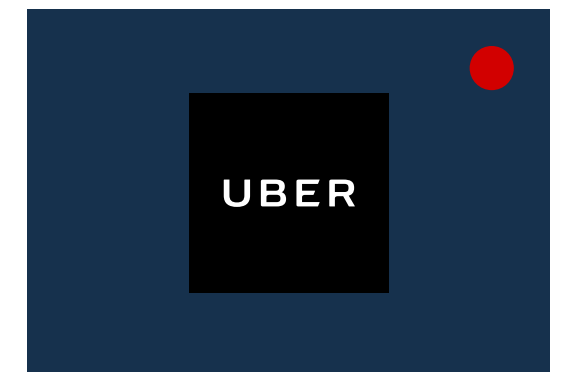
The white logotype is used on dark backgrounds.



The white Logo Bit is used on dark backgrounds.



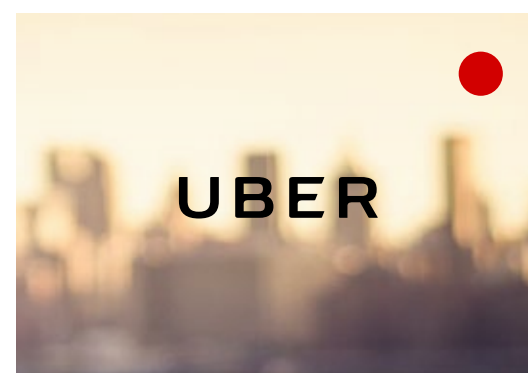
The black logotype is never used on dark backgrounds.



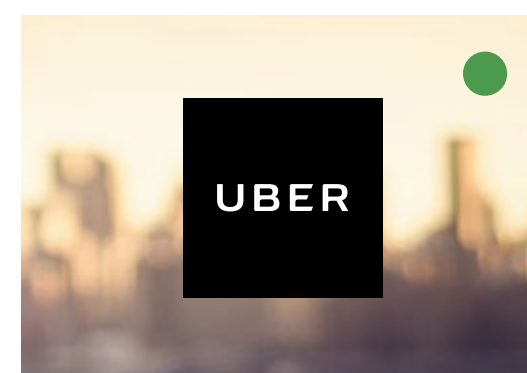
The black Logo Bit is never used on dark backgrounds.

### Photography background

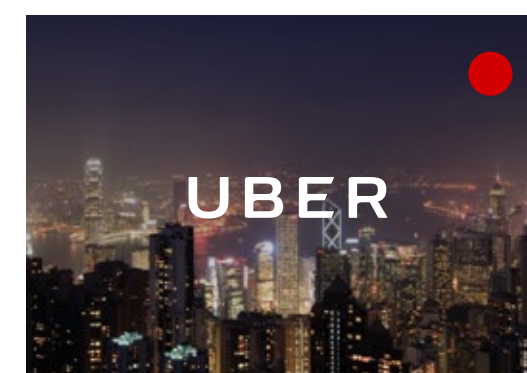
The black Logo Bit or white Logo Bit is used on noisy background photography to ensure the logotype is legible.



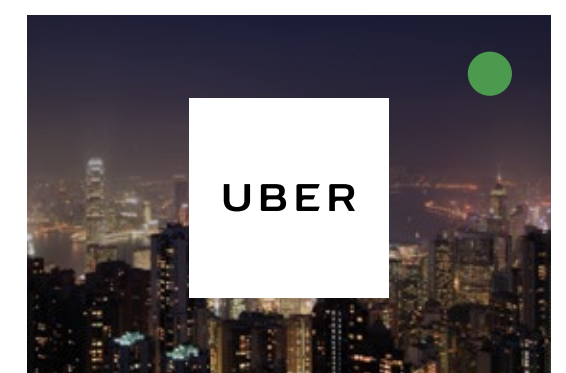
The black logotype is never used on noisy background photography.



The black Logo Bit is used on noisy background photography.



The white logotype is never used on noisy background photography.



The white Logo Bit is used on noisy background photography.

## Logotype sizes

Dimensions will be determined by the size of your canvas. Use the following logotype or Logo Bit dimensions:

### For digital

Canvas (W)	Logotype (H)	Logo Bit (WxH)
Up to 320 px	12 px	64 px
Up to 768 px	16 px 20 px	96 px
Up to 1280 px	24 px	128 px
Up to 1960 px	28 px 32 px	160 px

### For print

Canvas (W)	Logotype (H)	Logo Bit (WxH)
Up to 4x6 in	0.2 in	0.625 in 0.8 in
Up to 8.5x11 in	0.25 in	1.00 in
Up to 12x18 in	0.30 in	1.25 in
Above 12x18 in	0.40 in 0.60 in 0.80 in	1.50 in 2.00 in 3.00 in

## Improper logotype usage

The Uber logotype is a representation of our brand and should be treated with respect. When creating promotional collateral or anything that includes the Uber logotype, consider the connotations of where you're placing it.

### **Don't tread on the logotype**

Rugs, doormats, and other floor applications may get a lot of traffic, but they also get muddy, torn, and stomped on. Don't put the logotype on the floor where people will step on it.

### **Don't trash the logotype**

Our logotype doesn't belong in the trash, but napkins, coasters, and plastic cups do. Don't put the logotype on anything that will be thrown away immediately or on the trash can itself.

### **Don't harm the logotype**

Our logotype shouldn't be placed anywhere that could degrade our brand, like on a urinal or a dartboard.

### **Don't consume the logotype**

Placing the Uber logotype on food, like cakes or cookies, puts it in a precarious position. It will be sliced, broken, bitten...and think about what happens after you eat it.

### **Don't violate the logotype**

We love our brand but it doesn't belong in the bedroom. Don't place the logotype on underwear, condoms, or anything else that would link Uber and sexual situations.