

# Delivery partnership guidelines

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**UBER**

# Introduction

We're thrilled to team up to give your customers a great delivery experience. The guide includes details on the Uber delivery mark as well as usage standards that can guide you as you introduce your customers to delivery with Uber.

This document is divided into 3 parts:

- Messaging
- Uber delivery mark
- Partnership lockup

## Messaging

### Description for customers:

#### Long version:

When you want something delivered fast, you can choose to have it delivered with Uber. Once you check out, we'll pack up your order and tap into Uber's network of couriers to deliver it right to your door. You'll be able to track your order in real-time so you'll always know when it will arrive.

#### Short version:

Now, when you want something delivered fast, you can choose to have it delivered with Uber. We'll pack up your order and tap into Uber's network to have it delivered right to your door.

#### Super short version:

Have your [groceries] delivered at Uber speed.

## Messaging

## Language do's and don'ts

### Do

- Always include “Uber” when promoting or referring to the service
- Use “delivery with” as a general descriptor of our service i.e. “Get it delivered with Uber” or “Now available, delivery with Uber”
- Talk about delivery with Uber as a delivery at “Uber speed”
- Use Uber in descriptive body copy in plain text

### Don't

- Don't refer to this service as a stand-alone brand like Uber Delivery or UberDELIVERY
- Don't use “ride” or “shipment” to describe the service
- Don't refer to a courier as “your Uber driver”
- Don't refer to the service as delivery “by” or “via” Uber
- Don't use the Uber logo in body copy

Uber delivery mark

## Uber delivery mark

When customers see this mark, they'll know that their order will be delivered quickly and seamlessly. The mark, which pairs Uber with delivery in a straightforward manner, is designed to instill trust in the logistics layer that's supporting your brand.

Delivered with **UBER**

Delivered with  
**UBER**

The mark is always on a single line, never stacked.

Delivered with **UBER**

The amount of space between characters is never altered.

Delivered with **UBER**

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

Delivered with **UBER**

The ratio between "Delivered with" and the Uber logotype should never change.

# Uber delivery mark specifications

Follow these specifications when creating any design.


## Color variations

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



Black


Use the black version on light backgrounds.

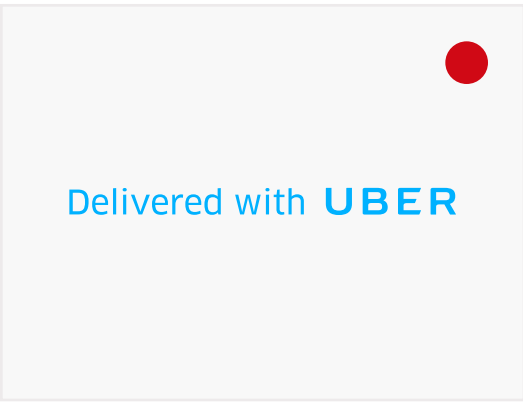
	Black	HEX: #000000
		RGB: 0/0/0
		CMYK: 60/40/40/100
		Pantone: Black 6U



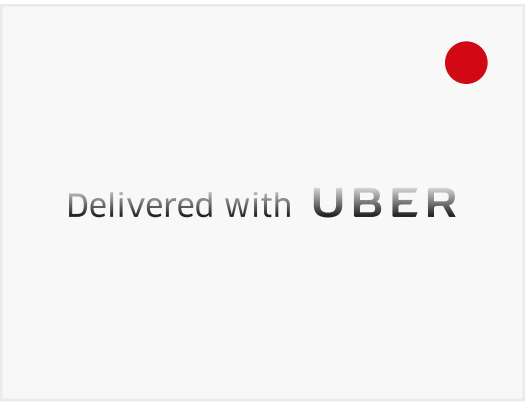
White

Use the white version on dark backgrounds.

	White	HEX: #FFFFFF
		RGB: 255/255/255
		CMYK: N/A
		Pantone: N/A



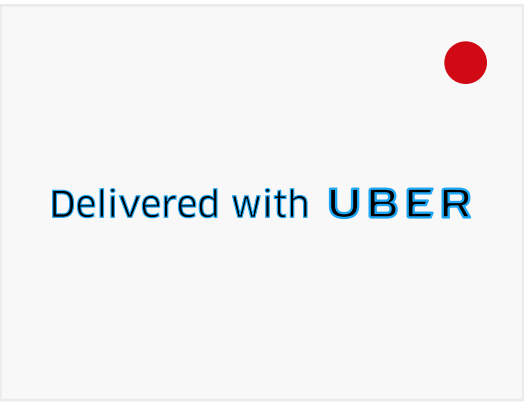
The mark is always white or black.



Gradients or artificial texture are never added to the mark.



Drop shadows are never added to the mark.

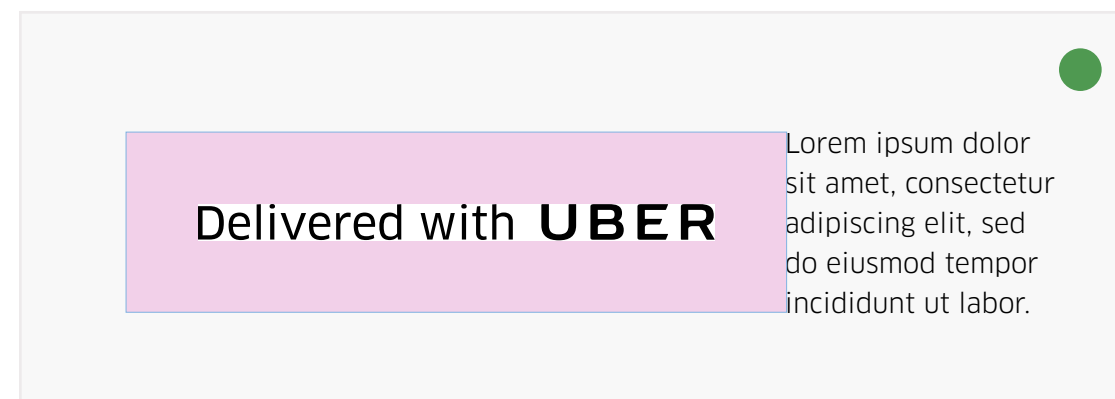
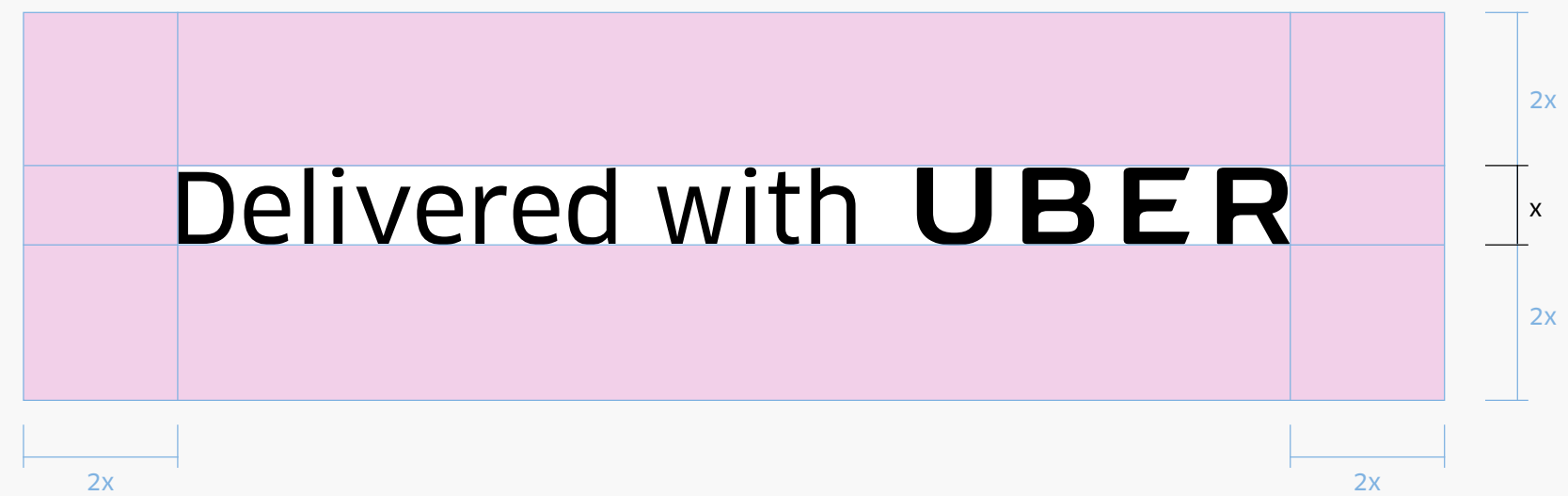


Outline strokes are never added to the mark.

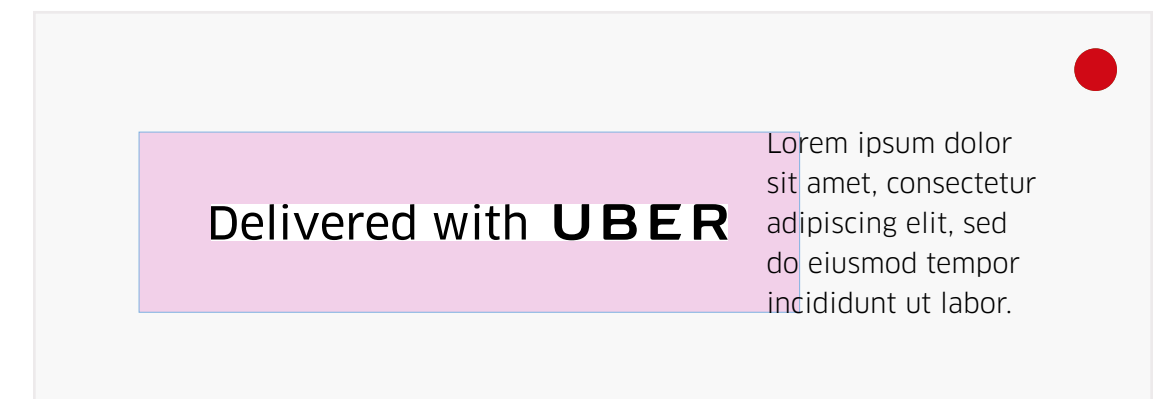
# Uber delivery mark specifications

## Clear space

The clear space around the Uber delivery mark allows it to stand out from surrounding elements. Clear space is proportional to the height of the mark. Whenever possible, allow more clear space around the mark than the minimum specified.



Elements are outside the clear space.



Other elements are never placed inside the clear space.



## Uber delivery mark specifications

### Minimum sizes

To preserve legibility, the Uber delivery mark never appears smaller than the following sizes below:

**Digital** – 12px high

**Print** – 0.2in / 5mm high

The image shows the text "Delivered with UBER" in a bold, sans-serif font. The word "Delivered" is in a lighter weight, while "with UBER" is in a bolder weight. A thin blue vertical line with a small 'x' at the top and bottom indicates the height of the letters in "UBER".

Delivered with **UBER**

## Uber delivery mark usage

### Color background

The black mark is used on light colored backgrounds. The white mark is used on dark colored backgrounds.



Delivered with **UBER**

The black mark is used on light backgrounds.




Delivered with **UBER**

The white mark is never used on light backgrounds.

### Photographic background

The black or white mark may be used on photography without a noisy background. Always aim for maximum contrast and legibility.



Delivered with **UBER**

The mark is used on photography against a simple, clear background.



Delivered with **UBER**

The mark is never used on noisy background photography.

# Partnership lockup

## Brand hierarchy

When you offer customers delivery with Uber, you're offering a logistics layer that powers your business. Our lockup reflects this by:

- Denoting partnership and collaboration—the legwork is shared
- Making delivery explicit for your customers
- Taking a clear supportive role in service of your brand and customers



# Lockup specifications

Follow these specifications when creating any design.

## Color variations

The Uber delivery mark is either black or white and always contrasts with the background. Your logo may be in your corporate color.



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

<div></div>	White	HEX: #FFFFFF
		RGB: 255/255/255
		CMYK: N/A
		Pantone: N/A

## Lockup specifications

### Proportion

The proportion of the Uber delivery mark relative to your logo relates to the height of the Uber delivery mark as denoted by “x”.

The distance between the mark and your logo is twice the height of the mark. The size of your logo should be contained within a rectangle the size of 8x by 20x of the Uber delivery mark height.

### Alignment

The bottom edge of your logo should be aligned to the bottom of the container, and aligned to the right edge of the Uber delivery mark.



## Lockup specifications

### Alignment

If your logo is less wide than the Uber delivery mark after sized to the container, horizontally center your logo to the Uber delivery mark.



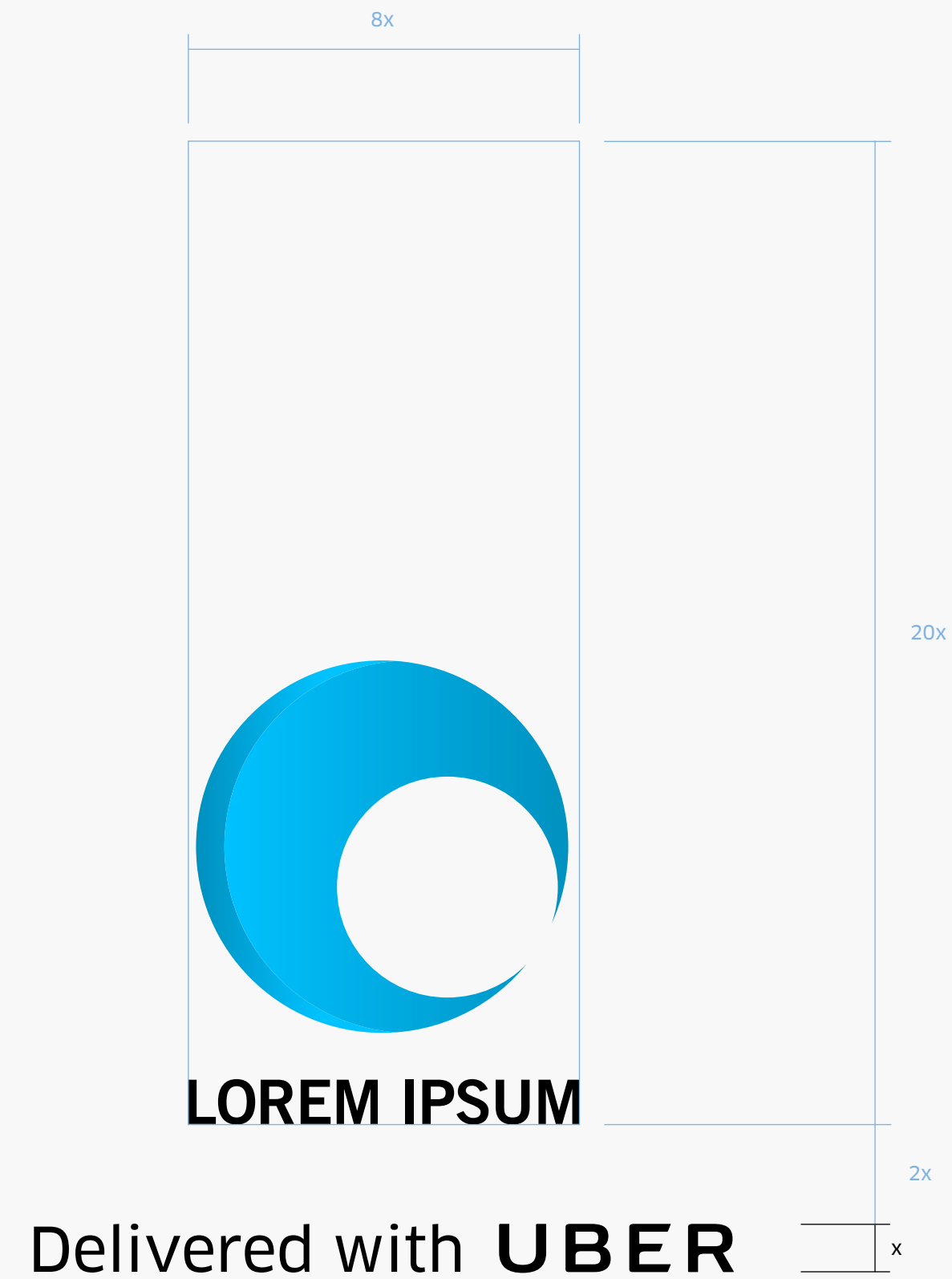
## Lockup specifications

### Vertical version

If your logo is vertically oriented, contain the size of your logo to a vertically orientated container.

### Alignment

The bottom edge of your logo should be aligned to the bottom of the container, and horizontally centered to the Uber delivery mark.

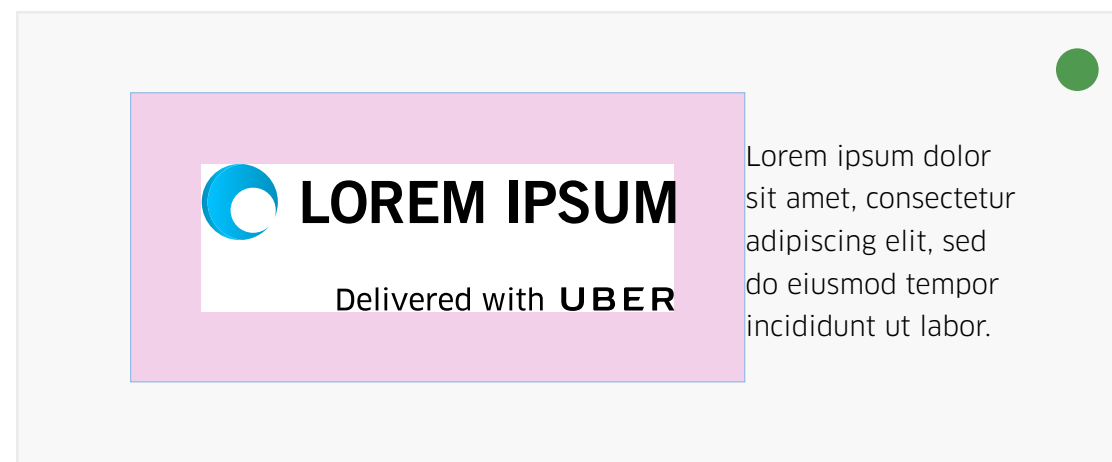
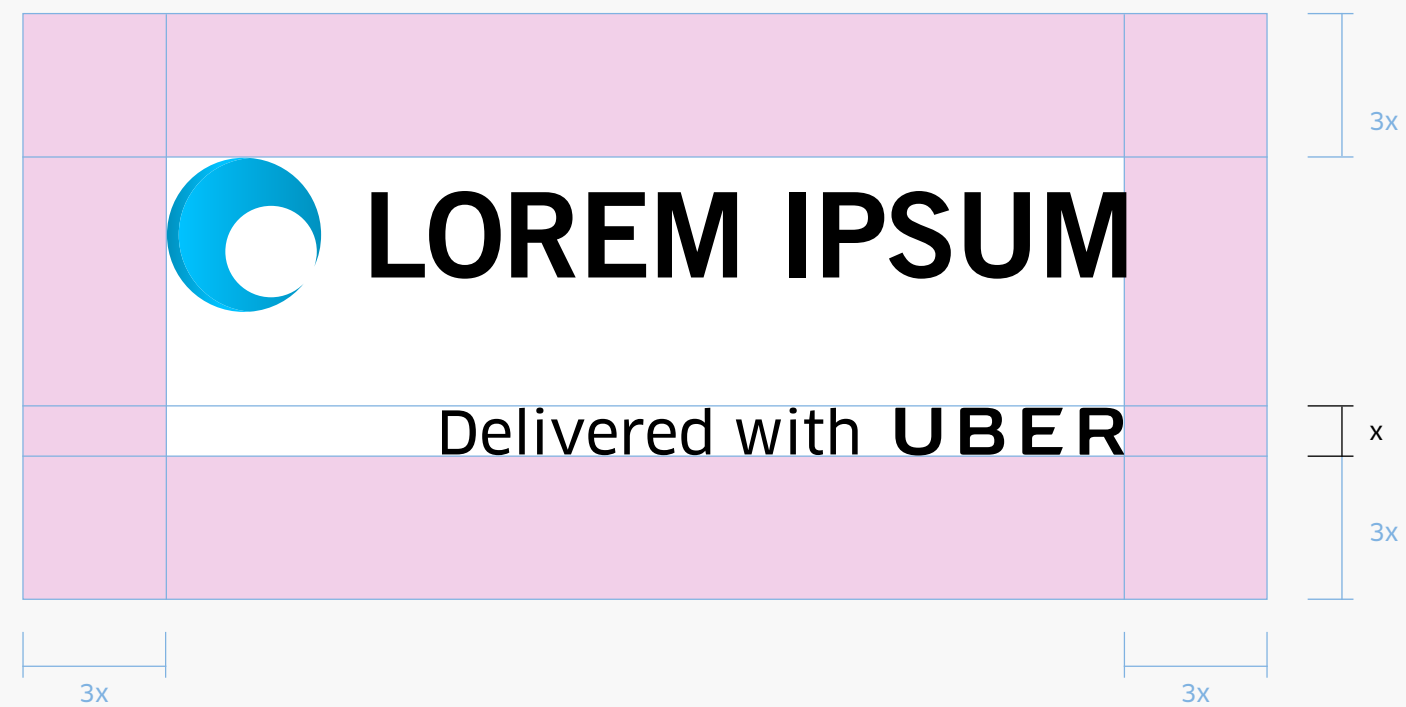




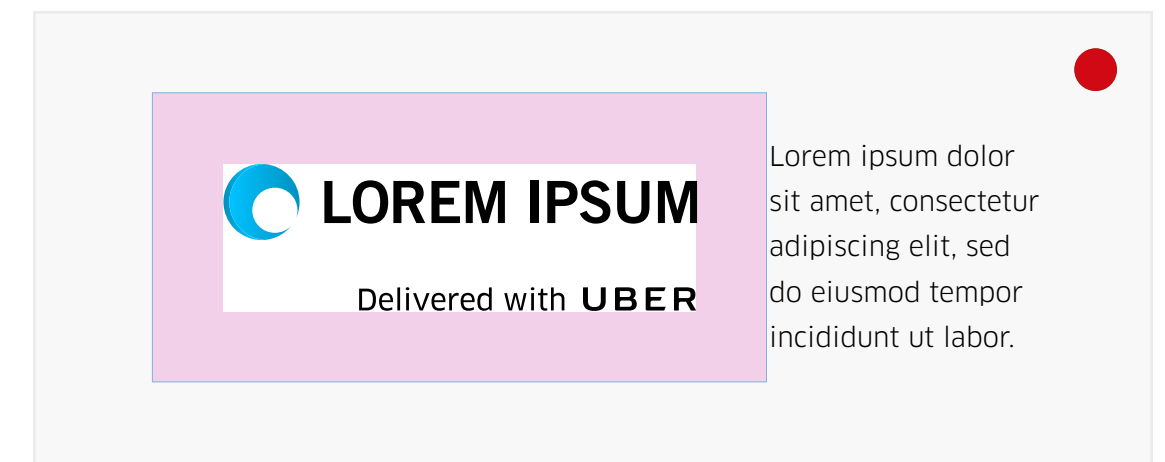
## Lockup specifications

### Clear space

Starting from the outermost edge of each side of the lockup, the minimum amount of clear space around it is equal to 3x the height of the Uber delivery mark. Whenever possible, allow more than the minimum amount of clear space around the lockup.



Elements are outside the clear space.



Other elements are never placed inside the clear space.

# Lockup specifications

## Minimum sizes

The Uber delivery mark is never printed smaller than 0.2 in and is never less than 12px in digital formats. If at this size your logo appears smaller than permitted by your brand guidelines, increase the size of the entire lockup so it's within the acceptable range.

Digital - U = 12px high  
Print - 0.2in / 5mm high



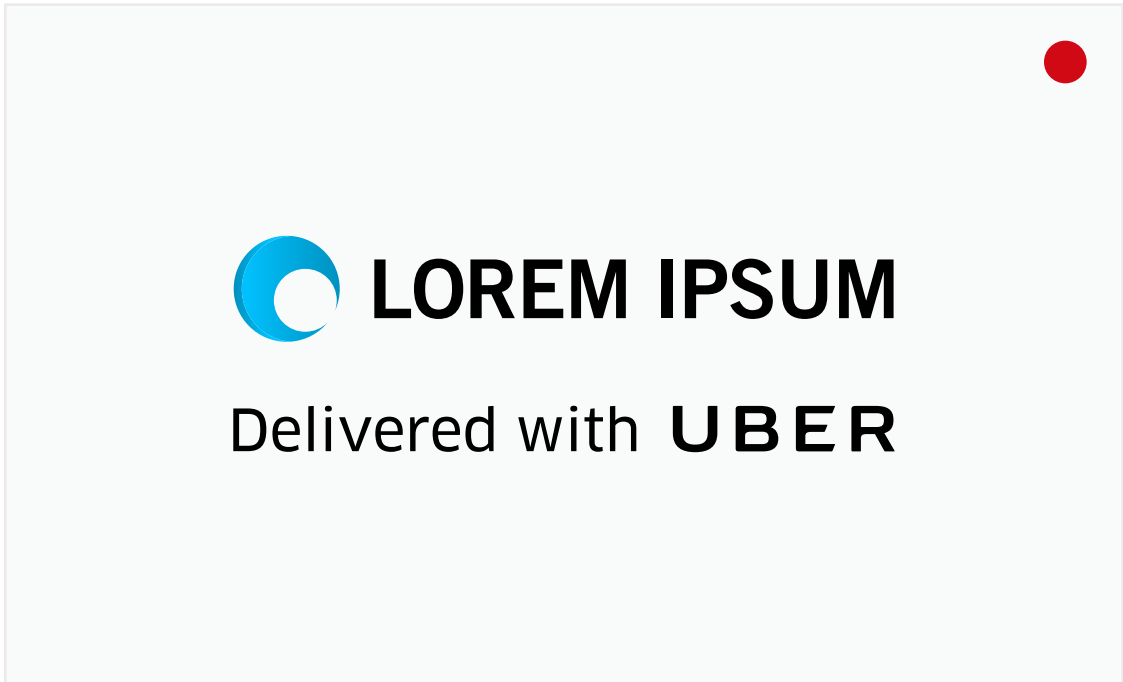
Do’s and don’ts



The partnership lockup rules should always be followed.  
Use the black Uber delivery mark on white backgrounds.



The Uber delivery mark color should never be changed to match your logo.  
It should always stay black or white.



The ratio between the Uber delivery mark and your logo should not be changed.




The placement of the Uber delivery mark relative to your logo should not be changed.

# Card template

Use this layout for any printed materials you'd like to include with deliveries.

Primary call-to-action

Uber delivery mark

 **LOREM IPSUM**

# Headline

Subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

**Call support number: 000-000-0000**

Delivered with **UBER**

Your branding area

Optional hero image

Body content