The UberRUSH brand is more than a name. It’s a set of values, attributes, and artwork that reflects the spirit of our service. Using it consistently will reinforce our passion and commitment to providing a world-class experience.
Suggested Messaging

Short Description
UberRUSH is an on-demand delivery network powered by Uber that lets you track the exact location of your delivery from any device.

Long Description
UberRUSH is an on-demand delivery network powered by Uber. Once your order is picked up, you’ll receive a text message with a link to track your delivery in real time on the map. So you always know exactly when it will arrive.

Usage Guidelines

DO

• In all instances, use UberRUSH in its entirety, with the “U” and “RUSH” in caps and no space between “Uber” and “RUSH”
• Use “on-demand delivery” and “delivery” as the general descriptors of our service
• Refer to the courier as “your courier”. Or just refer to the delivery itself (i.e. “Your delivery via UberRUSH will arrive in 15 minutes”).

DON’T

• Don’t shorten to Uber or RUSH
• Don’t use “ride” or “shipment” to describe the service
• Don’t refer to the courier as “your Uber driver”, “Uber courier”, “UberRUSH driver”, or “UberRUSH courier”
The UberRUSH logotype has been designed as a complimentary system to the primary Uber logo. It is meant to stand alone and should not be paired with the Uber badge.
The logotype should always contrast with the background. There are four versions of the logotype to ensure legibility and optimum reproduction quality for all printing and digital needs.

**Full color:**
The full-color logotype is considered the preferred version, and should be used wherever possible.

**Monochrome:**
When there is a limited number of colors available for reproduction or the accuracy of the color is in question, use the monochrome version.
LOGOTYPE
COLORS

On dark:
When the logo is used on a dark background, Uber appears in 100% white and RUSH appears in Uber Accent Blue.

On light:
When the logo is used on a light background, Uber appears in Uber Black and RUSH appears in Uber Accent Blue.
There are two versions of the logo, horizontal and stacked, depending on placement of logo and surrounding objects.

Always use the logo most appropriate for the given space.
LOGOTYPE
CLEAR SPACE

The clear space around the horizontal logotype on all sides should be equal to 2x the height of the letters for maximum legibility and impact.
LOGO LOCKUP
SIZING & ALIGNMENT

Sizing
In general, partner logos should have the same visual weight as the UberRUSH logotype and separated by a vertical bar.

Alignment
The majority of logos will work center-aligned with the UberRUSH logo. A good rule of thumb is to align the heaviest visual area to the bar.

Please note
In general, the stacked version of the UberRUSH logo works with most logos.
PHOTOGRAPHY

LOGO PLACEMENT

When using the UberRUSH logo with photography, always place it on top of a solid black or solid white background for maximum legibility.

Do not place the UberRUSH logo directly on top of images.