API in-app design guidelines
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Introduction

Our brand is more than the Uber name and logo—it’s our values and our reputation. And that’s why the details matter so much to us.

Following these design guidelines consistently within your app and adhering to the policies described in our Terms of Use will provide the best results from the Uber brand.
How to reference Uber products

Use the product display name exactly as returned from the Products API endpoint.

Don’t call Uber products anything other than their approved product names.
How to implement Uber buttons

The Uber buttons should be used to introduce the Uber experience within your app.

Whenever space allows, use the name Uber as part of the button copy. This helps identify the Uber experience for users who are unfamiliar with the Uber API icon.

Full width button
Always use this button when space and design allows.

List view
Add this version to a list of actions a user can take.

Half width button
Use this button when the full width version doesn’t fit or is otherwise not appropriate.

Small button
This option should only be used if the full width button doesn’t work with your design.
How to use the Uber status bar

The Uber status bar allows your users to see where they are in the ride flow without leaving your app.

DO

- Only show the status bar when the user is not on the map view
- Use the Uber API icon with the status message
- Give emphasis to the ‘Arriving Now’ state by animating or changing the color of the status bar
Rides API icon specifications

The Uber Rides API icon has been designed for maximum legibility, brand recognition, and impact.

The clear space around all sides of the Uber Rides API icon allows it to stand out from surrounding elements. Clear space is proportional to the height of the Uber Rides API icon.

Available assets

PNG

The Uber Rides API icon is available in 8 sizes. Do not alter the dimensions or create custom sizes.

SVG

The SVG files of the Uber Rides API icon can be resized but must remain proportional.

Color backgrounds

There is only one version of the Uber Rides API icon regardless of the background color. The icon has a white outline around it to create a visual separation when it is used on dark backgrounds.
Do's and Don'ts

**DO**
- Maintain clear space around the Uber Rides API icon
- Use the Uber Rides API icon assets provided
- Whenever space allows, use the name “Uber” as part of messaging

**DON'T**
- Alter the Uber Rides API icon in any way, including the color, opacity, or proportion
- Use the Uber Rides API icon and the Uber logotype together
- Alter the size of PNG files
- Include “Uber” as part of your app’s name
- Include any Uber graphic element in your app’s branding
- Suggest that Uber promotes or endorses your app
How to use other Uber brand assets

Do not alter any Uber brand asset, including the color, size, proportion, or opacity.

**Uber car icons**

Use the appropriate car icons for the Uber products offered in your app.

These are the U.S. product names. Check uber.com/cities for your local equivalent.

**Dropped PIN**

Users can identify their exact location with the pin.
Trip branding and personalization strengthens the connection between your app or site and the Uber ride experience. With this feature, developers using deep links or Ride Reminders can specify custom assets to be shown to users on a trip.
Trip branding and personalization specs

After your users deeplink to the Uber app or engage with a Ride Reminder, they are shown a branded, personalized on-trip element that links them out to relevant content in your app.

The assets shown below are used for trip branding and personalization.

Defaults for these assets can be set in your app dashboard. For a more dynamic and personalized experience, we recommend passing the call-to-action text and deeplink URL in your deeplink to Uber or in your Ride Reminders API call. For more information, see our documentation for deeplinks and Ride Reminders.

**Display name (28 char max):**
Company name or name of your app.

**Call-to-action text (28 char max):**
The call-to-action for the deeplink into your app.

**Logo (36x36pt / upload at xxhdpi or 108x108px):**
A brand symbol that is recognizable by your users at a small scale. Avoid using a logotype or emblem.

**Deeplink URL:**
Deeplink URL to a page of your app where your users can view relevant information and perform actions that will enhance their post-trip experience. You can also set a fallback URL for when the app is not installed.
Do’s and Don’ts

**DO**

- Show material relevant to your users’ motivation for taking a ride
- Link to a specific location in your app with that information
- Create a personalized experience by customizing assets per deeplink or Ride Reminder API call
- Give your users something useful while they travel to their destination

**DON’T**

- Show generic content
- Simply link out to your app
- Use an unreadable logotype or busy emblem
- Focus the call-to-action solely on downloading your app

![View the Restaurant menu](Your App)

![Check in to your flight now](Your App)

![We have great deals for you!](Your App)

![DOWNLOAD OUR APP NOW!!](Your App)