

API in-app design guidelines

03.29.16

UBER

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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

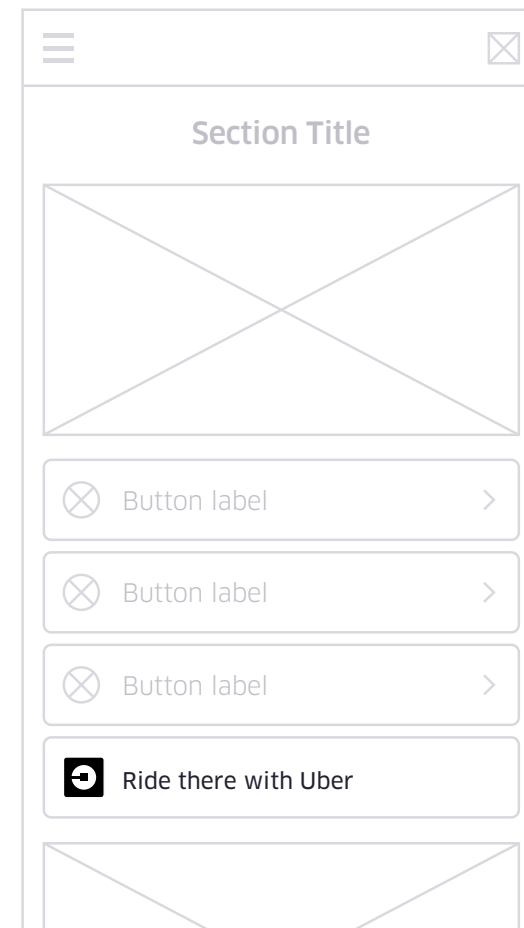
Use the product display name exactly as returned from the Products API endpoint.

Don't call Uber products anything other than their approved product names.

How to implement Uber buttons

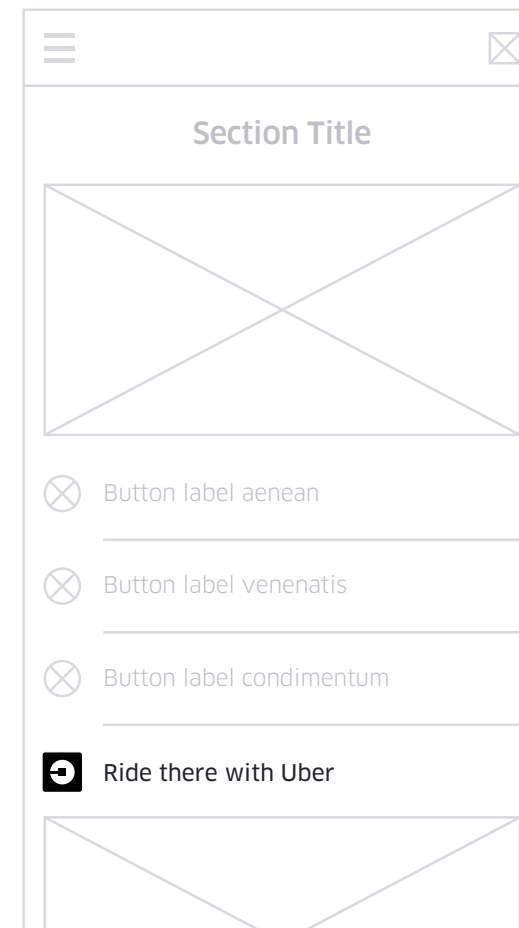
The Uber buttons should be used to introduce the Uber experience within your app.

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.



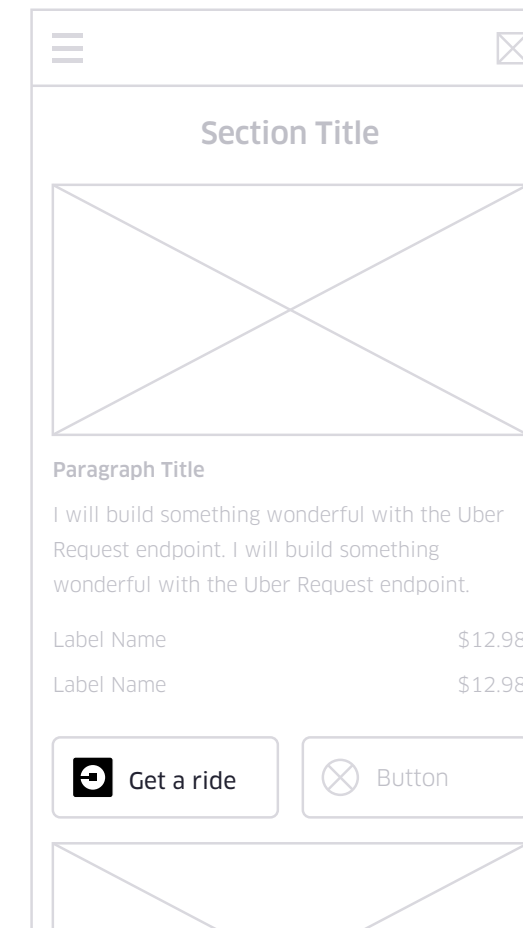
Full width button

Always use this button when space and design allows.



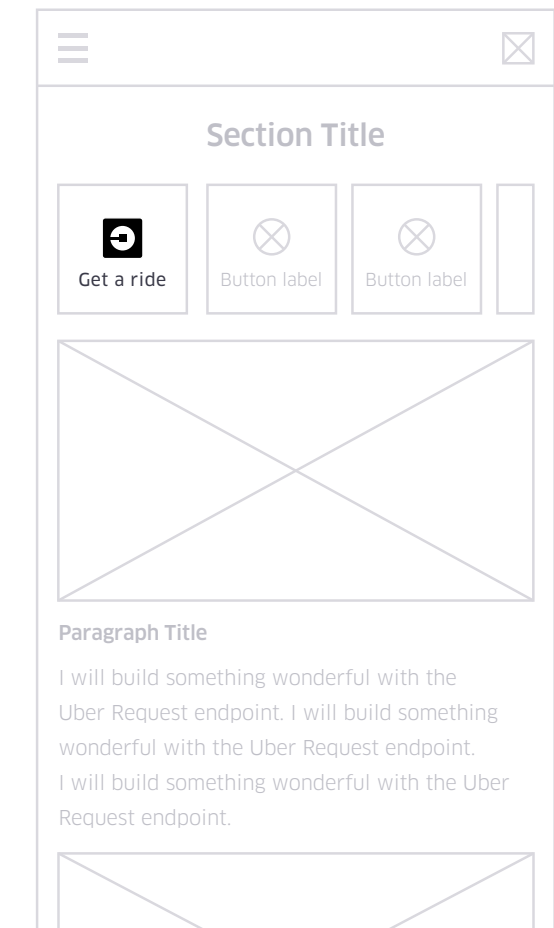
List view

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.

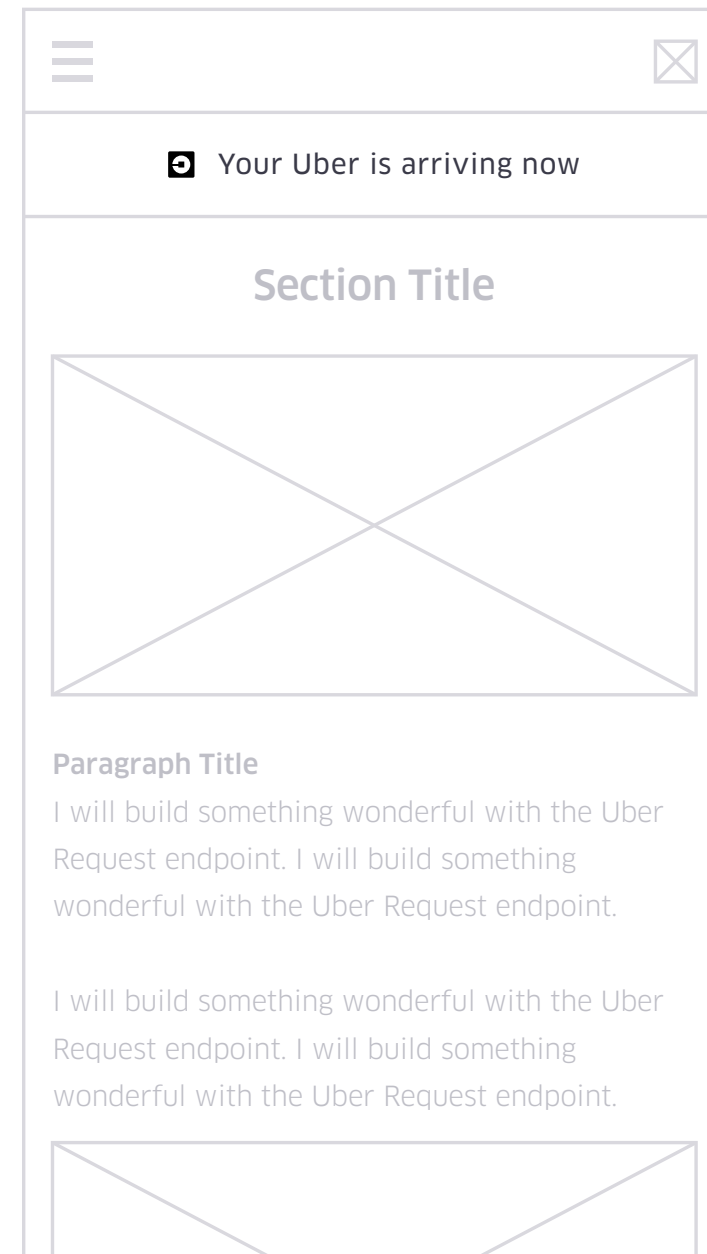


Small button

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.



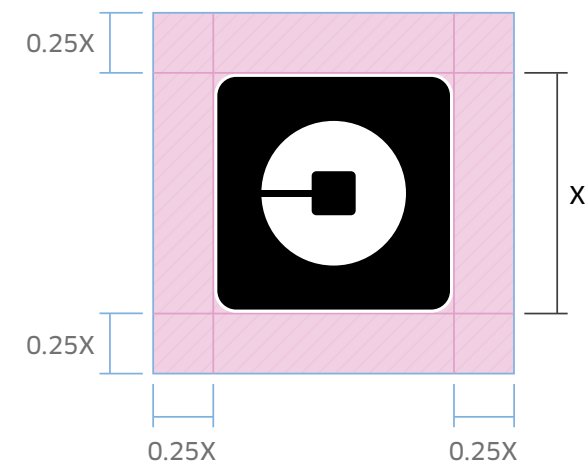
DO

- 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

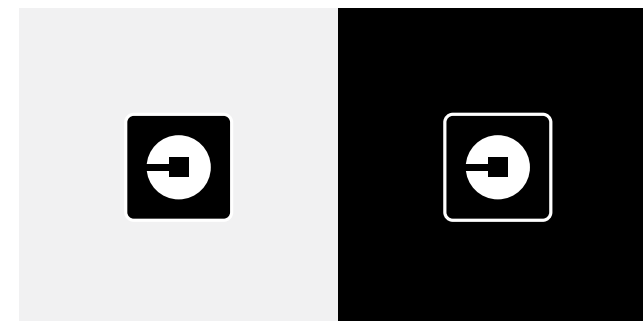
The Uber Rides API icon has been designed for maximum legibility, brand recognition, and impact.

Clear space



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.

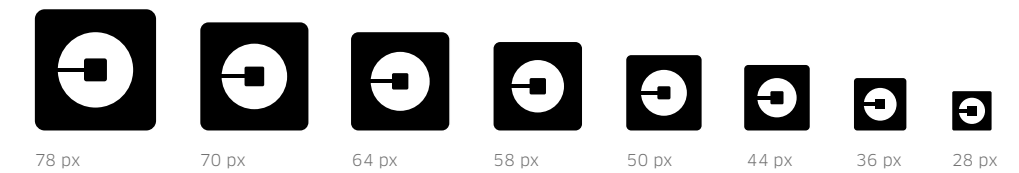
Color backgrounds



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.

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.

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.

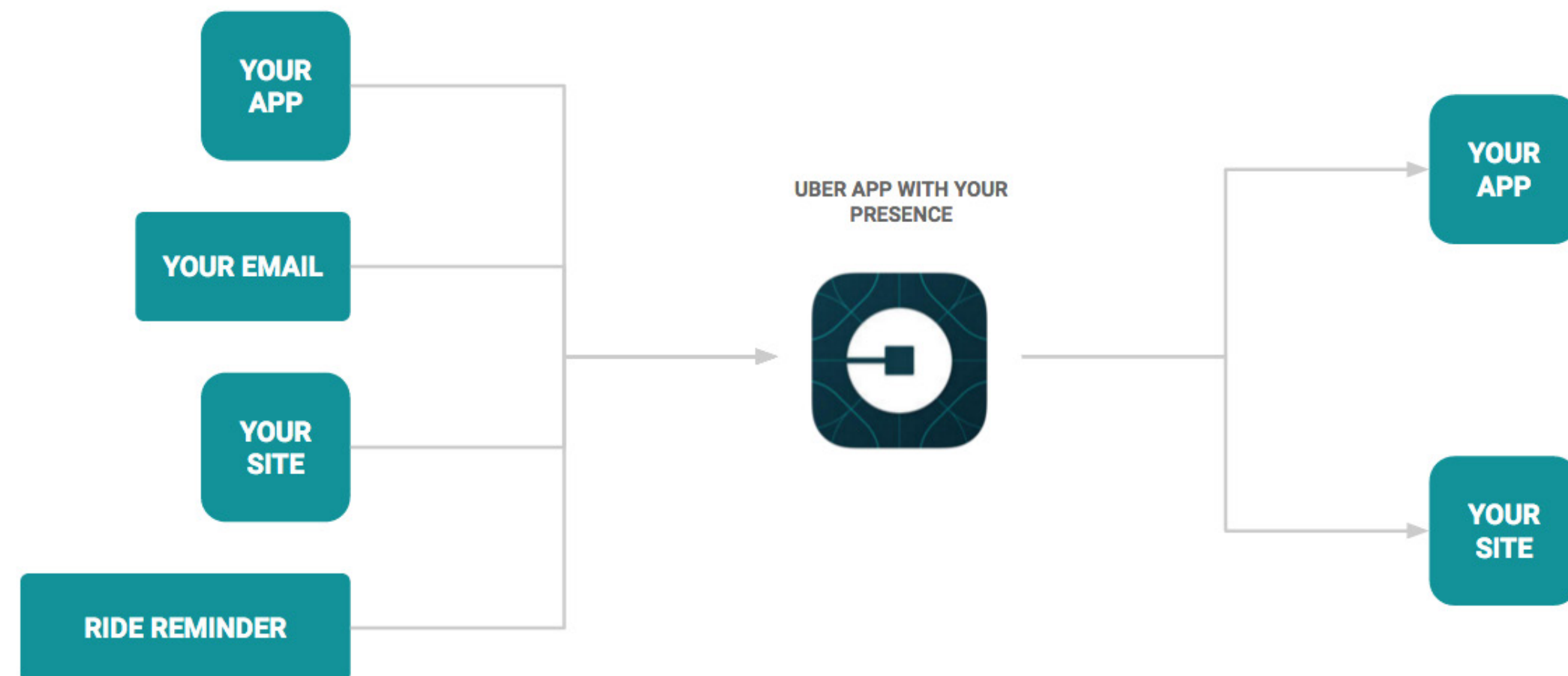
Dropped PIN



Users can identify their exact location with the pin.

Trip branding and personalization

Trip branding and personalization strengthens the connection between your app or site and the Uber ride experience. With this feature, developers using [deeplinks](#) or [Ride Reminders](#) can specify custom assets to be shown to users on a trip.

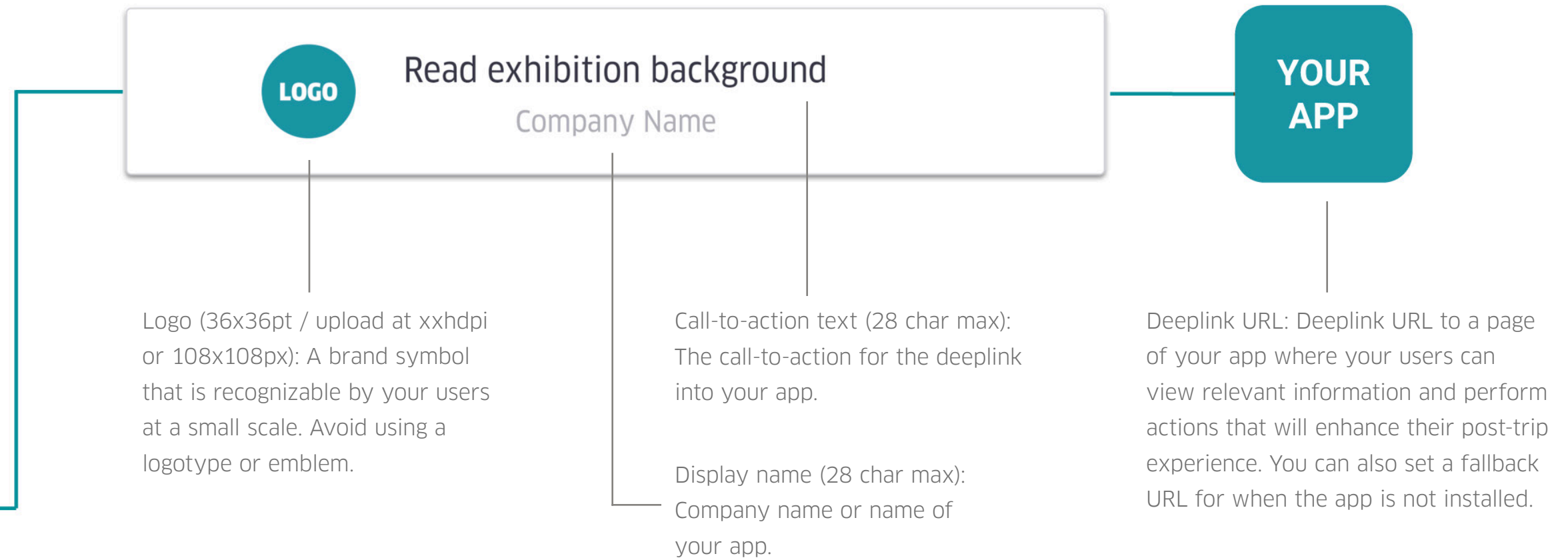
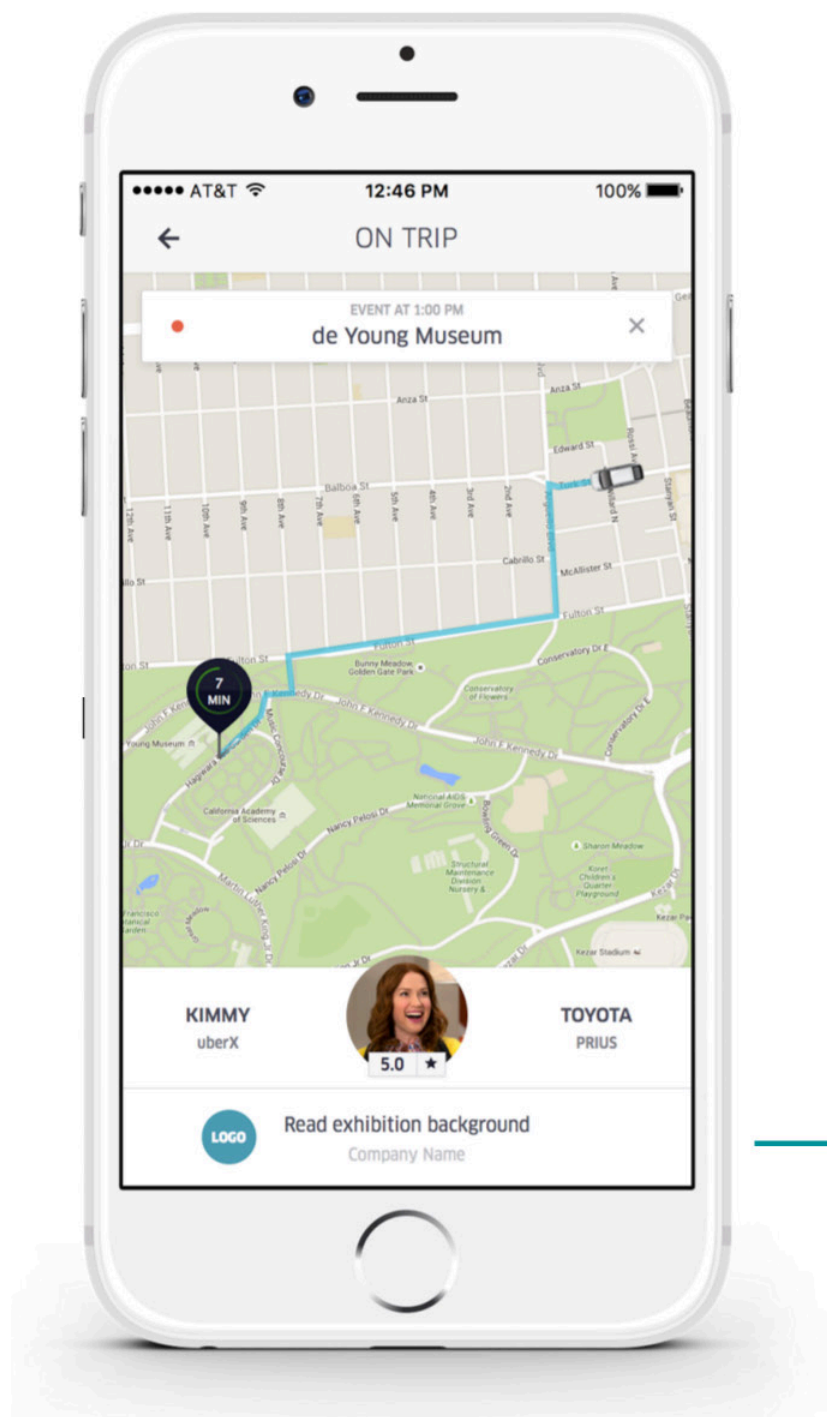


Trip branding and personalization specs

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.

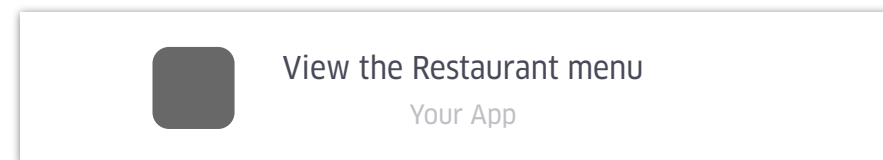
Defaults for these assets can be set in your app dashboard. For a more dynamic and personalized experience, we recommend passing the call-to-action text and deeplink URL in your deeplink to Uber or in your Ride Reminders API call. For more information, see our documentation for deeplinks and Ride Reminders.



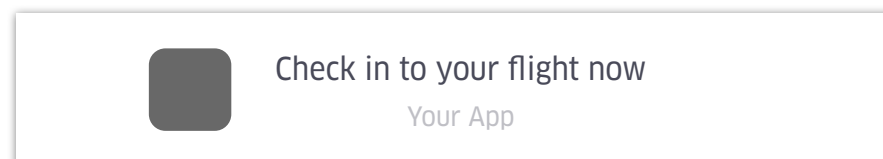
Do's and Don'ts

DO

- Show material relevant to your users' motivation for taking a ride
- Link to a specific location in your app with that information

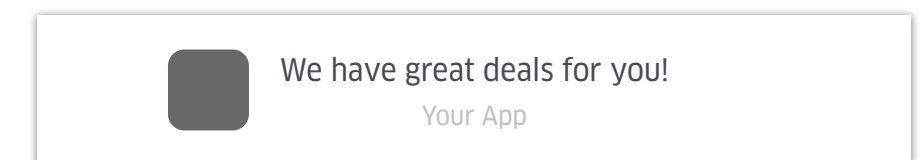


- Create a personalized experience by customizing assets per deeplink or Ride Reminder API call
- Give your users something useful while they travel to their destination



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

