Co-Marketing Guidelines
For Restaurant Partners
Thanks for partnering with Uber Eats. We’ve put together this toolkit to provide you with the support you need to grow your business and ensure your marketing materials align with Uber Eats brand standards.

All co-marketing featuring the Uber Eats logo, or referring to Uber Eats in copy, (e.g. social posts, emails, push notifications, digital banners, flyers, TVCs etc.) should be submitted to Brand Desk for creative and legal approval prior to launch. Standard response time is 3-5 business days, but revisions can add to that so please plan ahead.

For additional tools and resources on how to market with Uber Eats, please go here.
Creative guidelines
Introducing our primary brand elements

These are the main elements that together, make our brand. To help with terminology used throughout the guidelines, here’s a brief introduction to each of them.

01. **WORDMARK**: The wordmark is our most globally-recognizable asset. For optimum visibility, use this version - shown in Eats Green and Pepper - against lighter backgrounds and brand colors. Prioritize the stacked version in dual colors.

02. **ORDER WITH BADGES**: The “Order with” logo is a good way to make both our brand and message clear to customers. Prioritize the darker version as our primary logo, but use the lighter one when applicable on dark backgrounds, imagery and photography.

03. **CORE COLORS**: Our three core colors are the foundation of our visual identity. Please make sure that the color values in our logos are accurate.

[Click here to download our brand elements](#)
These are our secondary brand elements

In certain circumstances it is permissible to use these alternate versions of the wordmark.

01. **DARKER BACKGROUNDS**: Switch to a lighter version of the wordmark set in Salt and Eats Green on darker backgrounds.

02. **ONE COLOR VARIATIONS**: When a single color mark is necessary due to technical limitations, use the full Salt or full Pepper versions. *If Salt or Pepper is not feasible, default to white and black.*

[Click here to download our logos](#)

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A few specifics regarding clear space

Follow these rules when placing our logos on creative to ensure integrity and visibility. Keep the logo clear of competing text, images, or other graphical design elements.

Clear space is equal to the height of the letter “U” in our logo.

Please note the minimum size requirements for print and digital.
## Logo misuse

Please watch out for the following misuse examples of our logo:

<table>
<thead>
<tr>
<th>Misuse Example</th>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not use the one color wordmark (all Salt or all Pepper) in instances when the full color version is appropriate.</td>
<td>Do not use the one color wordmark (all Salt or all Pepper) in instances when the full color version is appropriate.</td>
</tr>
<tr>
<td>Do not scale, warp, or alter the form of the logo.</td>
<td>Do not scale, warp, or alter the form of the logo.</td>
</tr>
<tr>
<td>Do not tilt or rotate the logo.</td>
<td>Do not tilt or rotate the logo.</td>
</tr>
<tr>
<td>Do not place text or visual elements within the clear space of the logo.</td>
<td>Do not place text or visual elements within the clear space of the logo.</td>
</tr>
<tr>
<td>Do not place the logo over a background that bisects the logo.</td>
<td>Do not place the logo over a background that bisects the logo.</td>
</tr>
<tr>
<td>Do not place our logo over backgrounds that make it difficult to read.</td>
<td>Do not place our logo over backgrounds that make it difficult to read.</td>
</tr>
<tr>
<td>Do not place text or visual elements within the clear space of the logo.</td>
<td>Do not place text or visual elements within the clear space of the logo.</td>
</tr>
<tr>
<td>Do not add stylized filters to our logo.</td>
<td>Do not add stylized filters to our logo.</td>
</tr>
<tr>
<td>Do not integrate our logo within copy.</td>
<td>Do not integrate our logo within copy.</td>
</tr>
</tbody>
</table>

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Partnerships with multiple platforms

When working with multiple delivery platforms, it is important that the Uber Eats wordmark is scaled and space appropriately.

Make sure it is equal in size, dimension and color, and that aligning logos follow clear space rules allowing for 2 U spacing between them.
Logo lockup for partnership creative

PARTNER-LED CREATIVE
In instances where partners require their logo to be locked-up with ours, the logos can be placed side-by-side (either horizontally or vertically) depending on the space. Use the vertical line glyph to separate the logos.

Example shown here

Click here to download our lockup template

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Adding a call to action (CTA) next to the logo makes both our brand and message clear to customers. We’ve provided a library of lockup solutions featuring approved brand messaging. For exclusive media spotlight opportunities, please use the “Presented by” logo.

For guidelines on proper lockup spacing, refer to this slide.

We’ve provided three colorways (Light, Pepper, and Salt). Please use the colorway that best contrasts with the creative's background.

[Images of lockups]
CTA logo lockup example

Here’s an example of a partner-owned digital asset showcasing how to use a CTA logo lockup.
Squircle use-case elements

For digital executions use our app icon to let people know they can download the app to order on Uber Eats. These can also be used for other purposes, such as social media links.

We’ve included some alternative options with an added CTA.

Download our digital use-case elements:

US/CA / Global
Squircle use-case example

An example of how to use the squircle in a digital advertisement

$0 Delivery Fee
On orders over $15 or more*

Terms and fees apply. See Uber Eats app for details and location availability.
Messaging guidelines
$0 Delivery Fee
Legally approved language

The legally approved messaging as it relates to Uber Eats is “$0 Delivery Fee”.

Please do not use the term “Free Delivery” in your marketing when referring to Uber Eats. Uber Eats is the delivery platform connecting restaurants with delivery partners and their customers. It should never be stated or implied that Uber Eats delivers.

DO SAY: $0 Delivery Fee with/on Uber Eats
DON’T SAY: Get free delivery with Uber Eats
$0 Delivery Fee

Suggested copy examples

$0 Delivery Fee starts now.
Order on Uber Eats with a $0 Delivery Fee.
Use code [XXXX] at checkout.

$0 Delivery Fee coming right up. Use the code [XXXX] at checkout.

Say hello to [partner name]. Get a $0 Delivery Fee when you order [menu item].
Use code [XXXX] at checkout.

Social media post example
Call to action messaging

Always include a clear CTA (call to action) to download or order with Uber Eats making it as easy as possible for your customers to take action.

The Uber Eats logo should be placed at the end of the CTA. It cannot be included in the body of text.

**Approved CTAs**
- Order with
- Order via
- Available on
- Order on
- Powered by

**Not Approved**
- We deliver [Uber Eats logo]
- Free Delivery
- Brought to you by
Delivery messaging

Use these templated delivery messages across print, social, email, and other marketing activations.

Approved

Open the Uber Eats app to order

Order [Restaurant Name] on/with Uber Eats

Order your favorites delivered with/via the Uber Eats app

Order whenever you like with the Uber Eats app

Finally! Order for delivery with Uber Eats

Not Approved

We deliver [Uber Eats logo]

[Restaurant name] delivered with Uber Eats

Get your favorites delivered with Uber Eats

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Promotional deal messaging

Remember to save some space on all marketing assets for the legal disclaimer applicable to that particular promotion.

The Uber Eats Brand Desk will review the legal copy and should provide formal approval of all deliverables prior to launch.
Email and website messaging

**Subject line**
Finally! Order for delivery with Uber Eats 😬
Order [Restaurant Name] for delivery with the Uber Eats app
Order [Restaurant Name] goodness with the Uber Eats app

**Preheader**
Order your favorites
Order whenever you like with the Uber Eats app
Order today.

[Image of email subject example]
Email and website messaging

**Headline**
All your [Restaurant Name] faves.
It’s here! [Restaurant Name] is now on Uber Eats.

**Subhead**
Enjoy [Restaurant Dish] today with Uber Eats.
Request your favorites wherever you like.

**CTA**
Order Now
Download the Uber Eats app to order now.

Partner email example
Launch Announcement

Caption copy

We’re now on the @UberEats app! Order our famous [Dish Name] right to your door.😍 #UberEats

All your [Restaurant Name] faves are now on @UberEats.🍴 #UberEats

Craving [Restaurant Name] at home? Order your favorite dishes on the @UberEats app. #UberEats

Partner social example
Thank you

If you have questions or are seeking usage approval, please reach out to the Uber Eats Brand Desk

Brand Desk email alias:
branddesk@uber.com

For additional resources and tools on how to market with Uber Eats, click here.