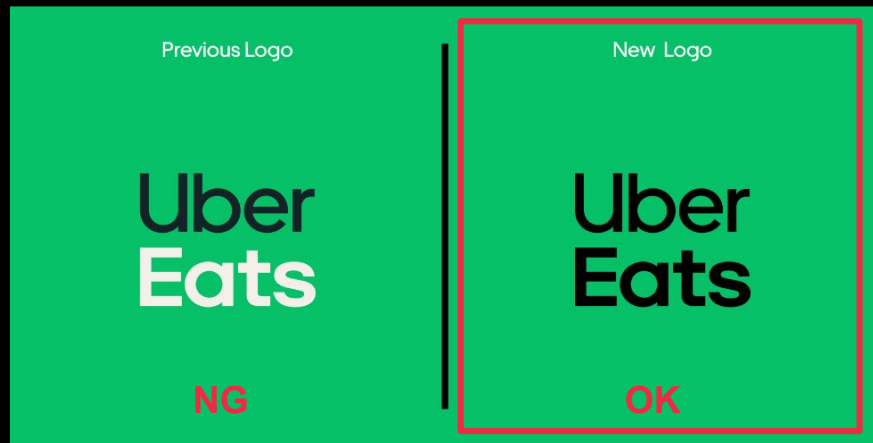


Color

Single-color Eats logo

The Eats logo has been updated to all black or white, while the type setting and weight remains the same. This single-color logo allows for full brand visibility across a wider range of applications.



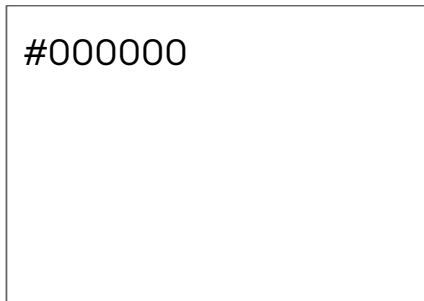
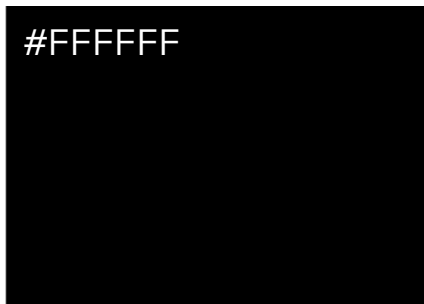
We can build equity in our extended color palette more flexibly with our one-color logo.

ブランドのファーストファーストカラーは、グリーン、セカンドはブラックです。ロゴ体は、必ずグリーンベースでブラック文字にしてください



One-color treatments also allows full flexibility of displaying our logo over different backgrounds.

グリーン以外の背景(写真など)の上にロゴを配置する場合は、白抜きもしくはスミ100%で記載することは可能です。



Delivery Brand

Color Ratio

With Delivery, we lead with color and use black functionally. Colored type should not be used in Delivery, as the visual impression should feel distinctly different from Mobility. In upper-funnel instances, we default to Eats Green. Always consider the local competitive landscape when choosing colors and placement.

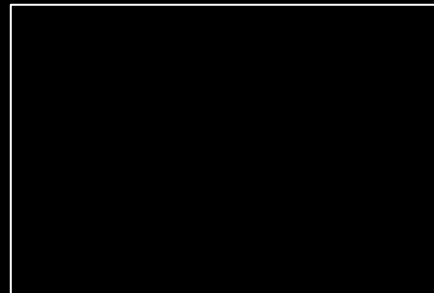
Color

Brand Palette

Our color palette embraces a full spectrum of color, and has been brightened for its legibility and accessibility. All colors are ADA compliant when used as a background paired with black text or when used as colored typography paired with a black background.



#FFFFFF



#000000



#276EF1 (Safety)



#6C9DF8



#B3CDFE



#FFA200



#FFC35B



#F4D790



#0694C1



#4AC8DB



#8ADFEF



#FF5F27



#FF8961



#FFB298



#06C167



#4EC78C



#8EE1A9



#EE2B43



#FF7373



#F1998E



#6ABB00



#A0CD64



#BBD896



#E84FB1



#FF7BB0



#FFA8CB



#FFD643



#FFE27C



#FFF1C1



#9145FF



#9A60EF



#B29DF4

ロゴ: [こちら](#)より Uber Eats をダウンロードください。なお、色指定は、前頁をご参照ください。

日本語推奨フォント: [Source Sans Hans](#) をご利用ください。

コピー内に Uber Eats が含まれる場合は、[Uber Move \(コピー用書体\)](#) をご利用ください。