

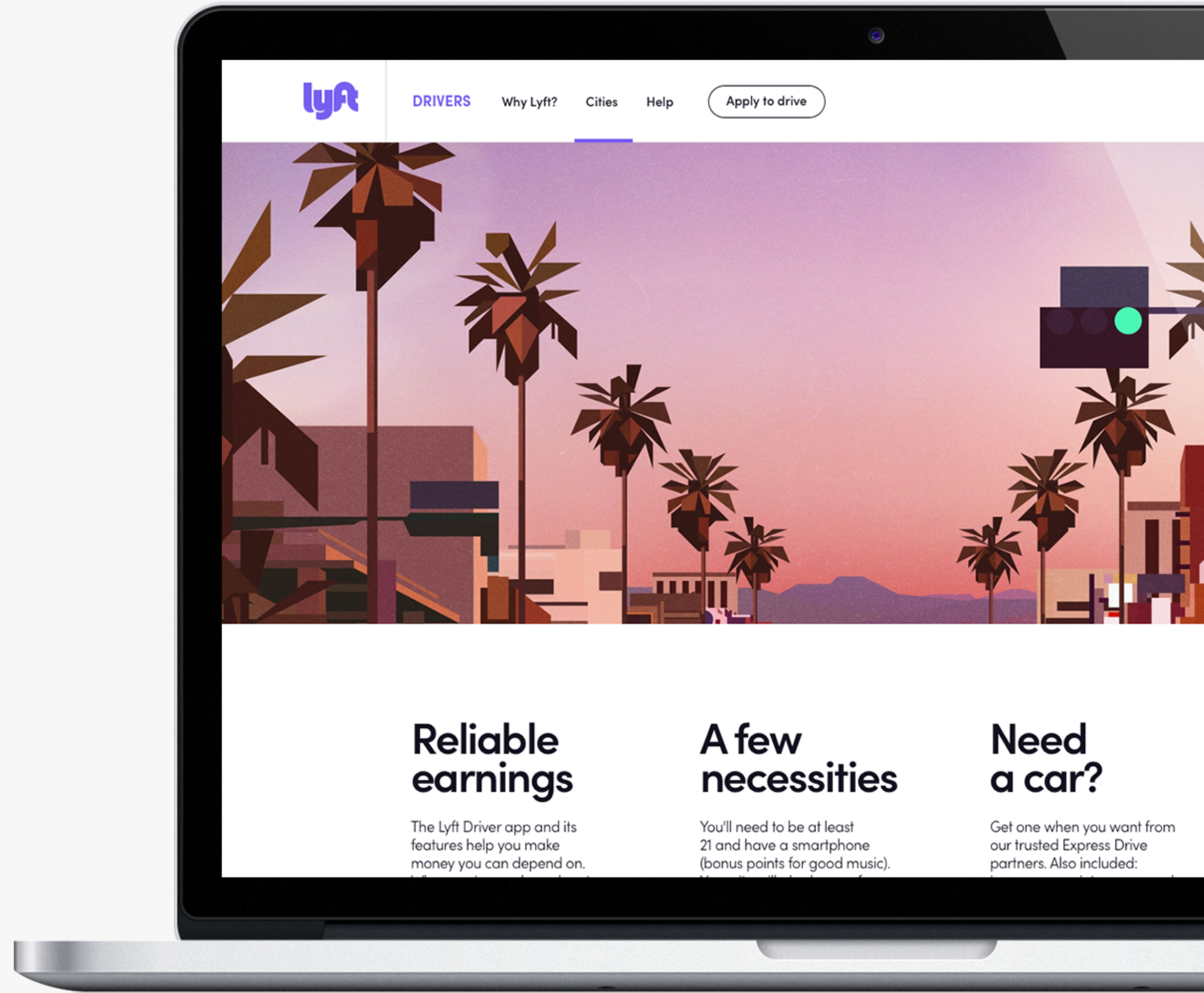
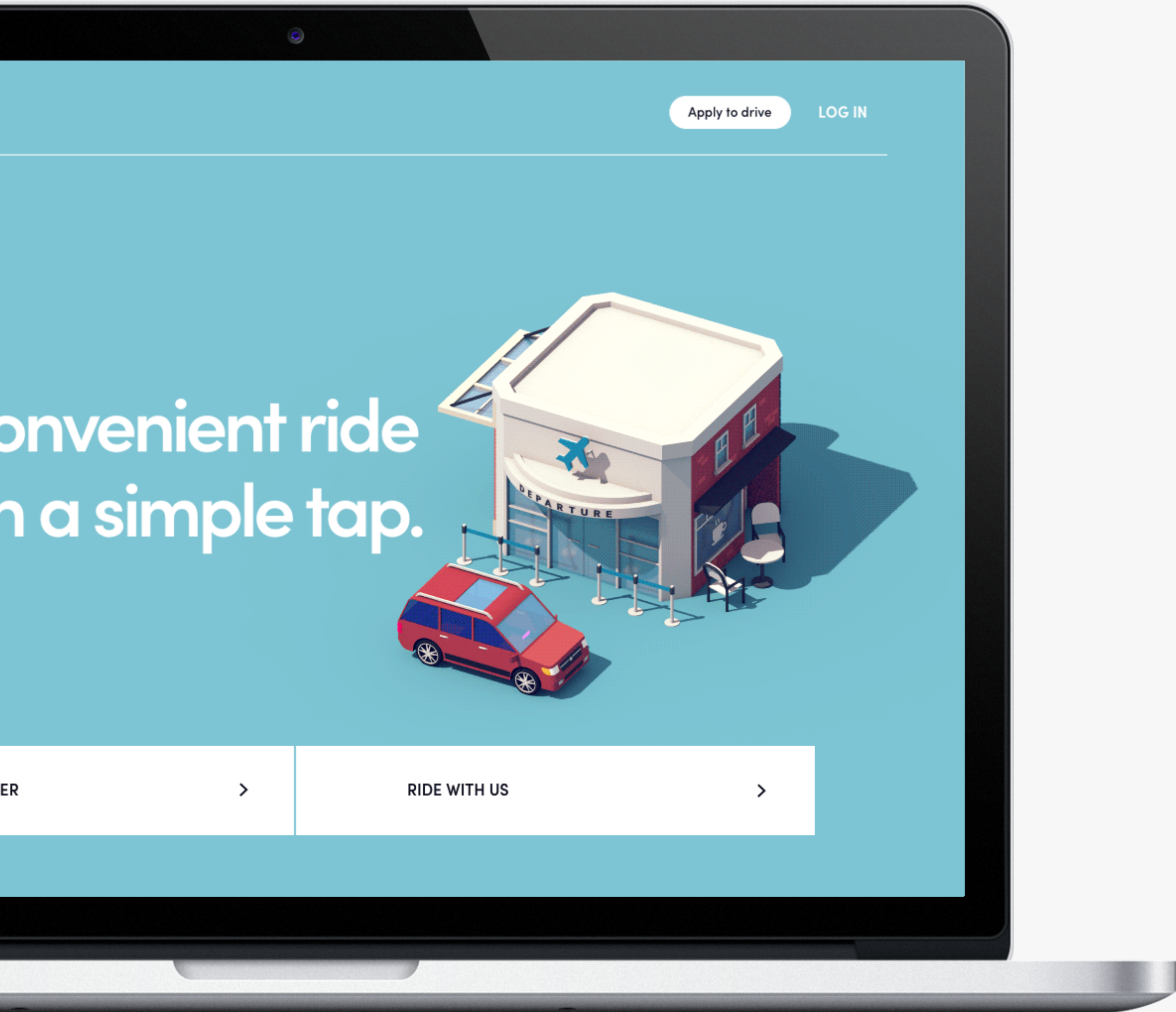


# Brand guidelines (tl;dr version)

VERSION 5.5

MISSION STATEMENT

**To improve people's lives with the  
world's best transportation.**





# Design principles

01

## Simplify

**Be clear.  
Be concise.  
Be direct.**

Simplicity is the whole reason Lyft exists in the first place. If our experience is more difficult than taking a bus, then there's no point in doing it. Designs should be easy to understand and free of unnecessary clutter. Busy is bad.

02

## Give it contrast

**Be bold.  
Be thoughtful.  
Be tenacious.**

Lyft sits at the cross-section of technology and humanity. Contrast is woven into the DNA of our origin story and throughout our most successful and enduring ideas. This clash of opposing forces will be a gauge for anything from materials and finishes to physical experiences and beyond.

03

## Stay a rebel

**Be expressive.  
Be unapologetic.  
And, uh, do have  
a sense of humor.**

This company was formed through rebellion, and we continue to move in our own direction. We should always strive to maintain that unique Lyft spirit, and never be stodgy, arrogant, or mean.

# The Lyft voice

For more specifics around voice, tone, grammar, and Lyft-specific language, visit the official Lyft [Editorial Style Guide](#).

---

**The voice of Lyft is casual and conversational, and we speak with everyone as equals. We always remember people first.**

## the Lyft voice is:

---

**Informative but not pedantic**

---

**Convincing but not corny**

---

**Authentic but not sloppy**

---

**Smart but not stuffy**

---

**These principles lay at the heart of everything we share with riders and drivers. Whether it's a promoted post on Facebook or a shiny, new landing page, we should always:**

- Elevate:** Prioritize people first by using clear, unhindered language that's both informative and actionable. Content should be structured to help drivers and passengers perform whatever action is necessary at the time.
- Respect:** Be considerate when writing for drivers and passengers. People have places to go and things to do, and they use Lyft to get there. Tell drivers and passengers what they need to know — and not just what we'd like to say. (But also avoid pandering.)
- Be humble:** Understand that Lyft can play both small and large roles in the lives of our drivers and passengers. Avoid dramatic claims and never assume.

---

## In order to achieve these goals, we make sure our content is:

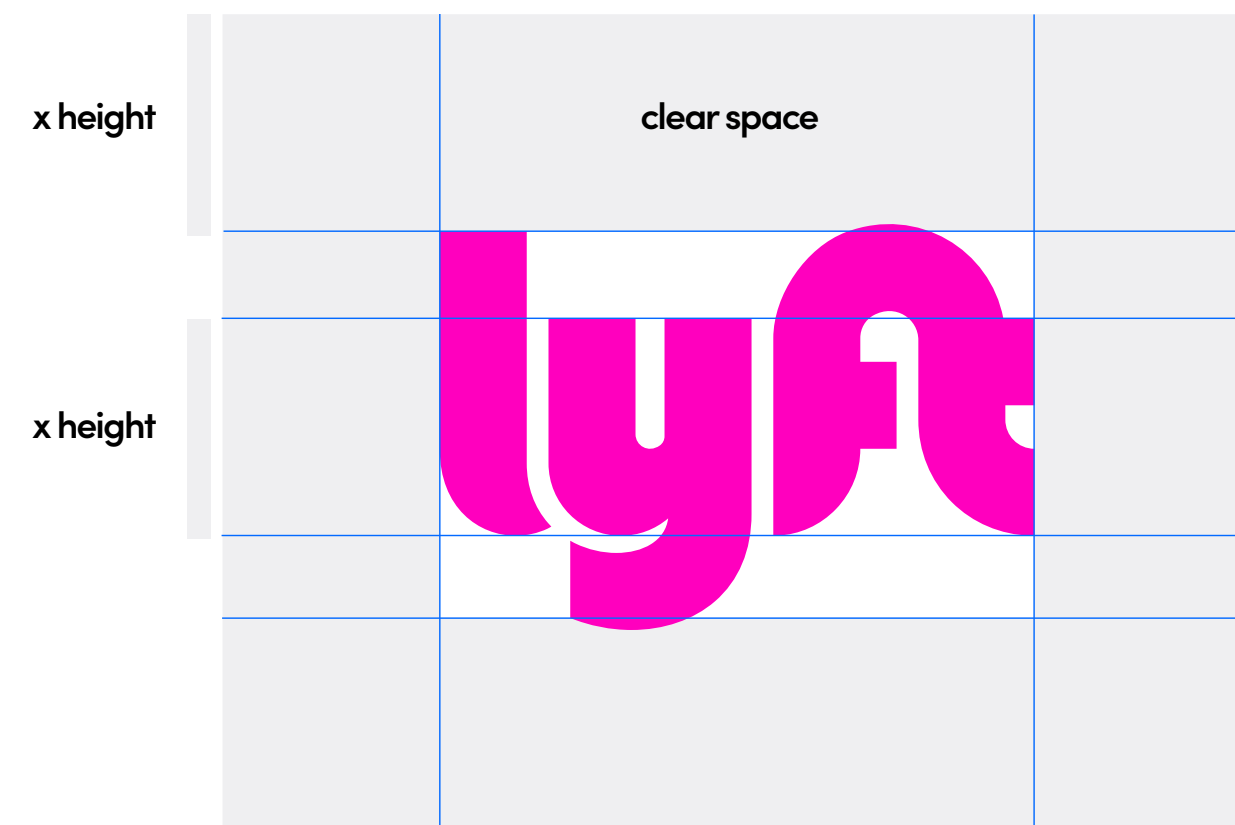
- Clear:** Use simple — but not patronizing — sentences and words. Understand the topic you're writing about. Use findings and metrics whenever possible.
- Useful:** What's our main goal with this piece of content? Who's our audience? What do they need to know right now?
- Appropriate:** You wouldn't write to your grandmother the same way you'd write to a friend. In the same way, you should flex your tone depending on audience, how your audience feels, and subject matter.
- Friendly:** Write and speak like you would with a friend. Proper grammar is (really) wonderful, but we always prioritize sounding like real humans first.



# Logo

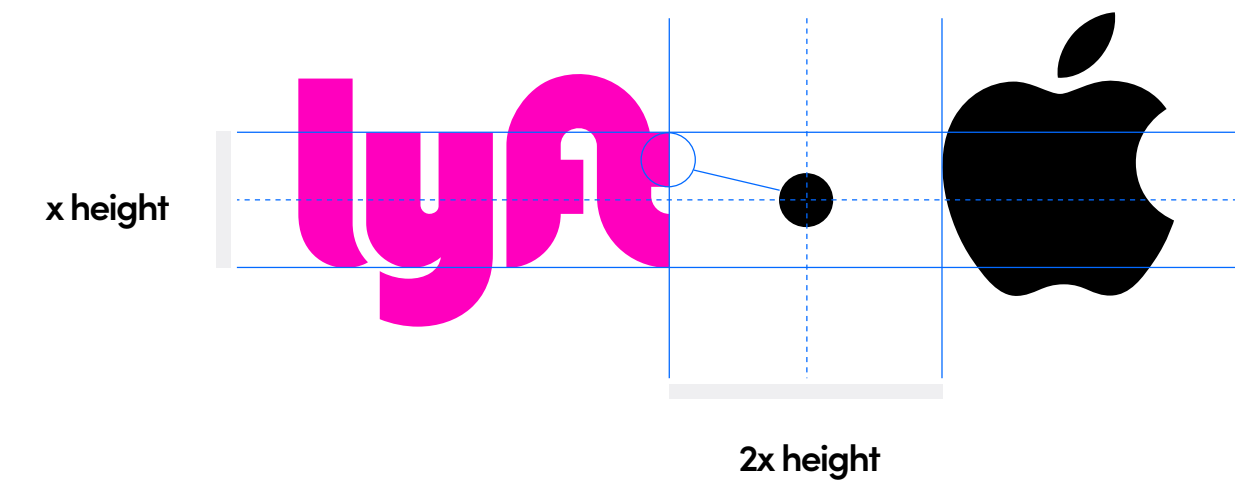
The Lyft mark is Lyft's official logo and is used in above-the-line marketing materials and on our products. The Lyft mark — which is now, by the way, pixel perfect — is the most recognizable asset of the Lyft brand and works at both large and small scales.

## Master logo

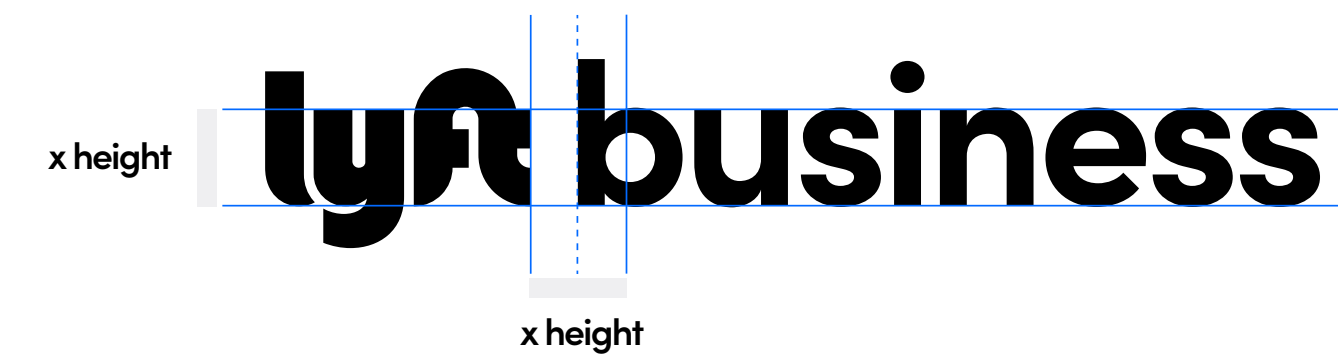


Minimum height |  Digital / 16px Print / 0.3"

## Partnership lockup



## Standard lockup







**Lyft Line**



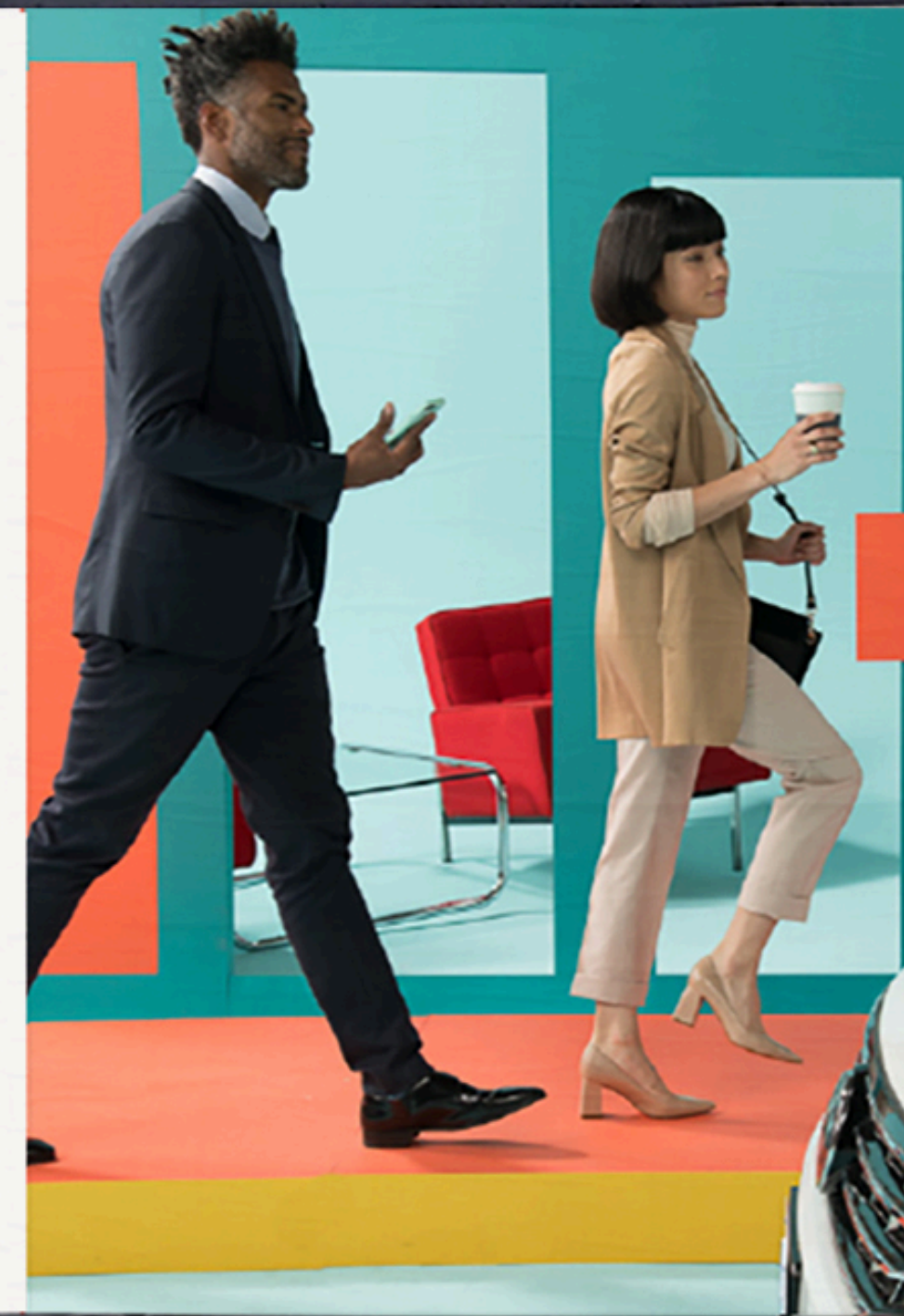
Download and ride.



**Lyft Lux**



Download and ride.



**Premier**

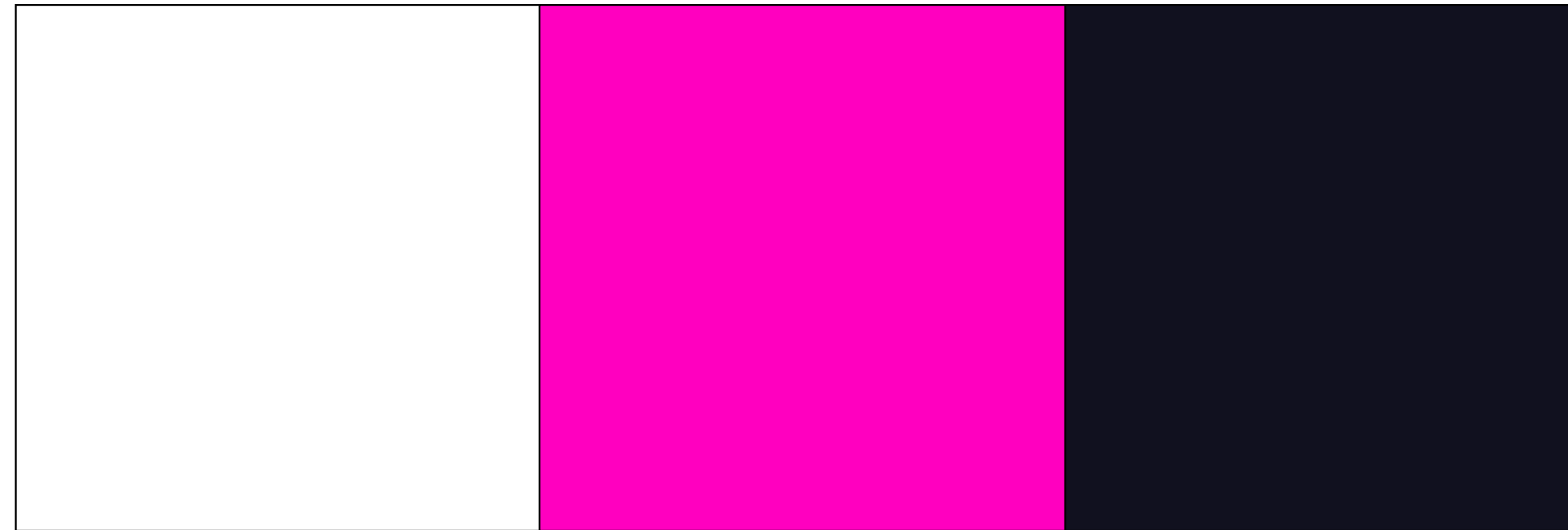


Download and ride.

# Primary palette

Our primary palette is at the core of our brand identity and should be used for any static or one-off, brand-focused executions (such as business system, app icons, press materials).

- Our primary palette consists of pink, white, and black.
- We use white and black more often, and use pink more sparingly.
- This proportion lets us be more precise with how and when we use pink.
- It makes the use of pink more meaningful and important.
- Simply put: We'll no longer default to all-pink-everything.



## White

RGB: 255, 255, 255  
HEX: ffffff  
PMS: N/A  
CMYK: 0/0/0/0

## Lyft Pink

RGB: 255, 0, 191  
HEX: ff00bf  
PMS: 813 Neon U/C  
CMYK: 0/100/0/0

## Black

RGB: 17, 17, 31  
HEX: 11111f  
PMS: Black C  
CMYK: 0/0/0/100

## Proportion & ratio



### Find your way around the app

#### GO ONLINE

Tap to start/stop receiving ride requests. If you're ready to go home or take a break, tap it during a ride to make it your last.

#### SIDE MENU

Tap your photo to access your main driver settings.

#### EARNINGS

Want to know how much you're making? Track your progress and cash out with Express Pay here.

#### REFERRALS

Tap to access your unique code to give to friends and family.

When you want to stop driving or take a break, tap Online at the top of your screen any time during a ride to make it your last.

DRIVER ONBOARDING

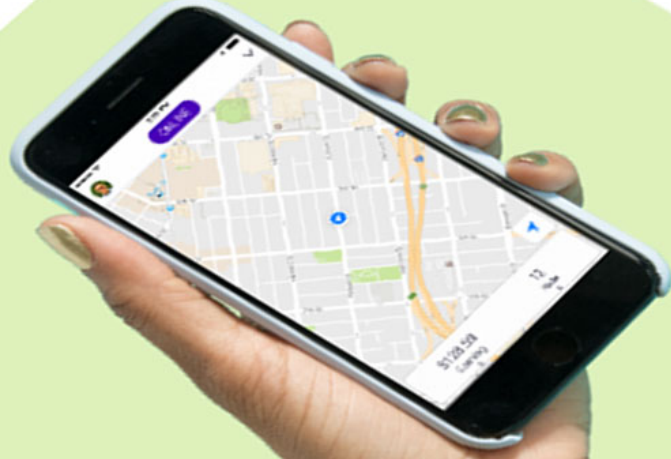
# Driver guidebook



driver guidebook

DRIVER ONBOARDING

# Quickstart guide



Lyft

DRIVER ONBOARDING

# Vehicle emblems

Emblems are a legal requirement in most states.

#### To apply

First, remove any old Lyft emblems. Then place one emblem on the bottom, passenger-side corner of the inside of each windshield.



Compliant, many state regulations require your emblems, required items, with Lyft. fines of

#### HOME

You can always get back to the home screen by tapping Home.

#### DASHBOARD

Where to find driver resources. Find everything from habits to tax info here.

#### VEHICLE

Add multiple cars to your account here. Tap Add vehicle and enter your information.

#### SETTINGS

Set up your navigation and bank account info to get paid.

#### DOWNLOAD THE APP

Visit [lyft.com/driver-welcome](http://lyft.com/driver-welcome) or the Google Play Store, Mac App Store, or the Apple App Store. When the app asks to access your location, tap Allow. You need to know where you are in order to accept a ride!

#### SET UP PAYMENT INFO

Lyft is a cashless platform so you'll need to set up your bank info in order to get paid. Your earnings are based on the time and distance of a ride. Lyft deducts fees and you keep the rest (along with 100% of your tips of course). Once you're approved to drive, visit the Settings section of your app, then tap Payment info to set up your bank information.

Lyft

amp

Lyft

Lyft

Driver home

# Secondary palette

The secondary palette may be used in supportive impressions — any follow-up interactions the audience may have with Lyft. Use it for event-focused materials that are refreshed often (or have a short lifespan).

Other examples:

- Event referral cards
- Social media campaigns
- Illustration, animation, photography
- Branded swag

 <b>Gray 1</b> RGB: 249, 249, 250 HEX: f9f9fa	 <b>Dusty Rose 1</b> RGB: 255, 214, 229 HEX: ffd6e5	 <b>Desert 1</b> RGB: 255, 198, 197 HEX: ffc6c5	 <b>Orange 1</b> RGB: 255, 220, 192 HEX: ffdcc0	 <b>Sunshine 1</b> RGB: 255, 242, 189 HEX: fff2bd
 <b>Gray 2</b> RGB: 239, 239, 241 HEX: efef1	 <b>Dusty Rose 2</b> RGB: 255, 184, 216 HEX: ffb8d8	 <b>Desert 2</b> RGB: 255, 143, 143 HEX: ff8f8f	 <b>Orange 2</b> RGB: 255, 164, 128 HEX: ffa481	 <b>Sunshine 2</b> RGB: 255, 217, 82 HEX: ffd952
 <b>Gray 3</b> RGB: 178, 178, 178 HEX: d6d9db	 <b>Dusty Rose 3</b> RGB: 226, 129, 191 HEX: e281bf	 <b>Desert 3</b> RGB: 255, 76, 77 HEX: ff4c4d	 <b>Orange 3</b> RGB: 255, 117, 69 HEX: ff7545	 <b>Sunshine 3</b> RGB: 255, 117, 59 HEX: ff613b
 <b>Gray 4</b> RGB: 127, 127, 127 HEX: 7f7f7f	 <b>Dusty Rose 4</b> RGB: 140, 158, 127 HEX: 8d3a7f	 <b>Desert 4</b> RGB: 198, 6, 56 HEX: c60638	 <b>Orange 4</b> RGB: 224, 83, 59 HEX: e0533b	 <b>Sunshine 4</b> RGB: 237, 105, 14 HEX: ed690e
 <b>Green 1</b> RGB: 227, 246, 193 HEX: e3f6c1	 <b>Aqua 1</b> RGB: 206, 242, 235 HEX: c3eae3	 <b>Sky 1</b> RGB: 222, 237, 247 HEX: dcf3ff	 <b>Ultramarine 1</b> RGB: 209, 215, 244 HEX: d1d7f4	 <b>Violet 1</b> RGB: 200, 203, 252 HEX: c8cbfc
 <b>Green 2</b> RGB: 107, 223, 171 HEX: 6bdfab	 <b>Aqua 2</b> RGB: 130, 217, 215 HEX: 82d9d7	 <b>Sky 2</b> RGB: 175, 217, 248 HEX: aed8f7	 <b>Ultramarine 2</b> RGB: 100, 143, 255 HEX: 648fff	 <b>Violet 2</b> RGB: 143, 145, 255 HEX: 8f91ff
 <b>Green 3</b> RGB: 13, 201, 139 HEX: 0dc98b	 <b>Aqua 3</b> RGB: 16, 174, 186 HEX: 10aeba	 <b>Sky 3</b> RGB: 129, 190, 240 HEX: 81bef0	 <b>Ultramarine 3</b> RGB: 3, 106, 255 HEX: 036aff	 <b>Violet 3</b> RGB: 120, 94, 240 HEX: 785ef0
 <b>Green 4</b> RGB: 14, 117, 58 HEX: 0e753a	 <b>Aqua 4</b> RGB: 18, 137, 148 HEX: 128994	 <b>Sky 4</b> RGB: 15, 122, 188 HEX: 0f7abc	 <b>Ultramarine 4</b> RGB: 24, 80, 165 HEX: 1850a5	 <b>Violet 4</b> RGB: 82, 69, 194 HEX: 5245c2



GRAB DEAL

GRAB DEAL

GRAB DEAL

lyft  
SEEKING A SHOW?  
Arrive in VIP style to the Fox Theater.

lyft  
HEADED TO THE AIRPORT  
\$10 gets you there on time.

lyft  
KEY CHICAGO  
\$10 rides to and from Brewf

men.  
men.  
GRAB DEAL

lyft  
NEW DEALS THIS WEEK  
That feeling when your Lyft ride pulls up.

lyft  
GO TO FIGHT! WIN!  
Get to the big game for as low as \$5.

ch a ride  
or as low as \$4 tonight.  
GRAB DEAL

lyft  
HOLA MIAMI  
Live it up, \$5 Lyft Line rides all weekend.

lyft  
KEY BROOKLYN  
\$5 rides after midnight. Save the rest for a slice.

and of

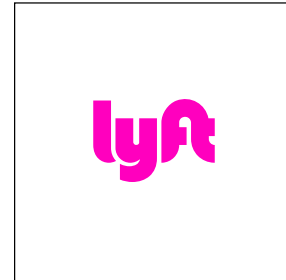
lyft  
GOING OUT  
Late night. Date night.

# Logo & color usage

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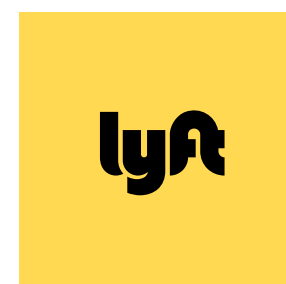
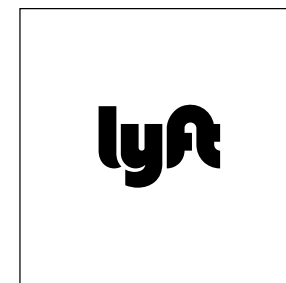
## Primary application: pink logo

Use the pink logo on only white backgrounds.



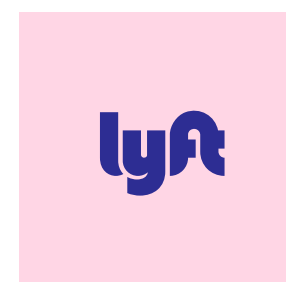
## Monotone application: black / white logo

Use black logos on light backgrounds and white logos on dark backgrounds or images.



## Secondary application: color logo

For more information on how to use logos with the secondary palette, please refer to the color section on page 28 for details.



Note: Please obtain permission before altering partner logos.

# Brand Typeface: Lyft Pro

Lyft Pro is confident and playful, while retaining readability and its own unique personality.

We have customized a handful of characters to ensure legibility at all sizes and in all weights.

## Font weights

**bold**  
**semibold**  
**medium**  
**regular**

## Hierarchy and weights

### Eyebrow

Font-weight: Bold  
Letter spacing: -20pt  
Case: All caps

HEY FUTURE DRIVER OF SAN FRANCISCO

### Headline

Font-weight: Bold  
Letter spacing: -40pt  
Case: Sentence case

**Make \$35 an  
hour cruising  
the Mission.**

### Subheadline

Font-weight: Bold  
Letter spacing: -40pt  
Case: Sentence case

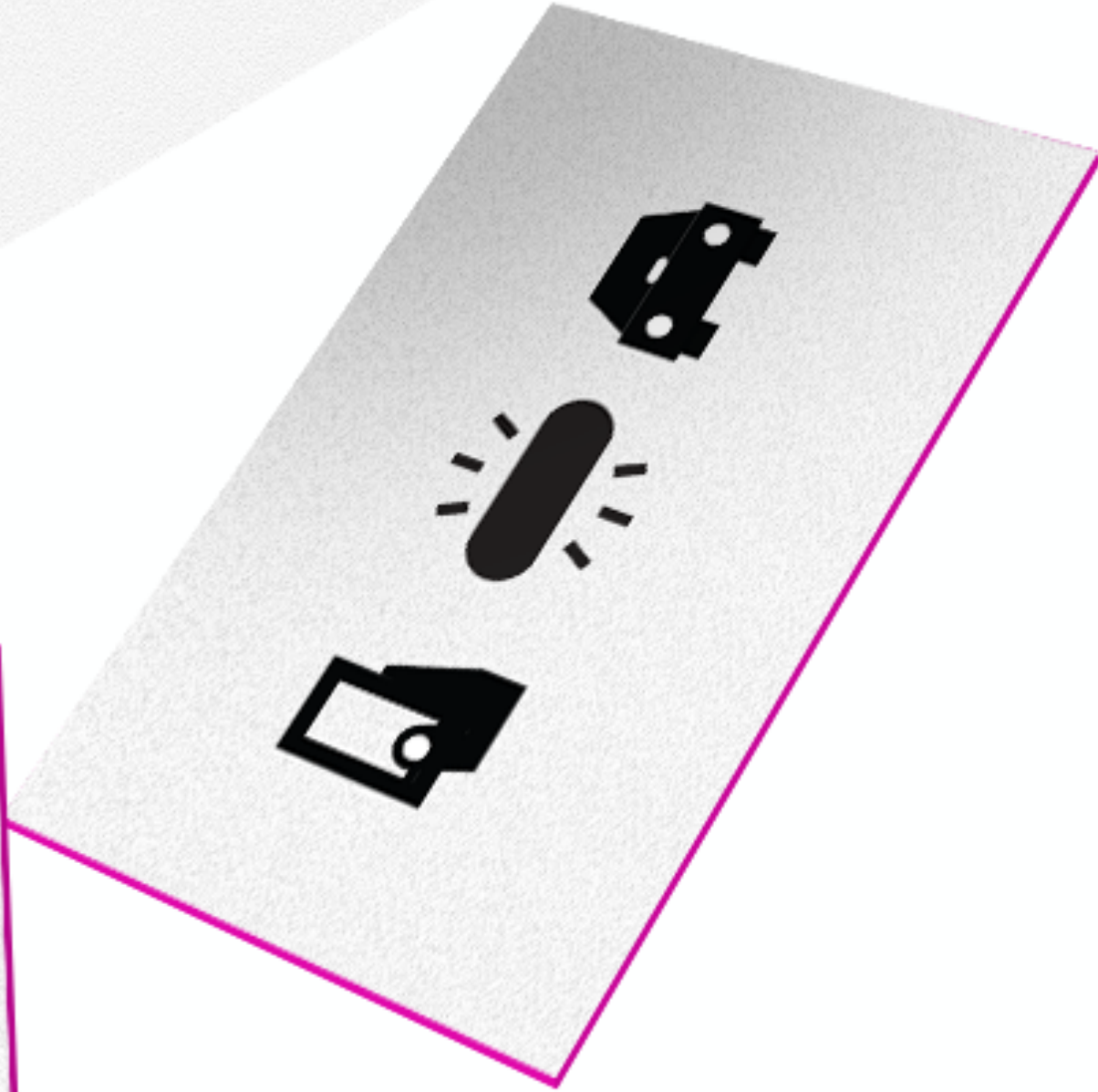
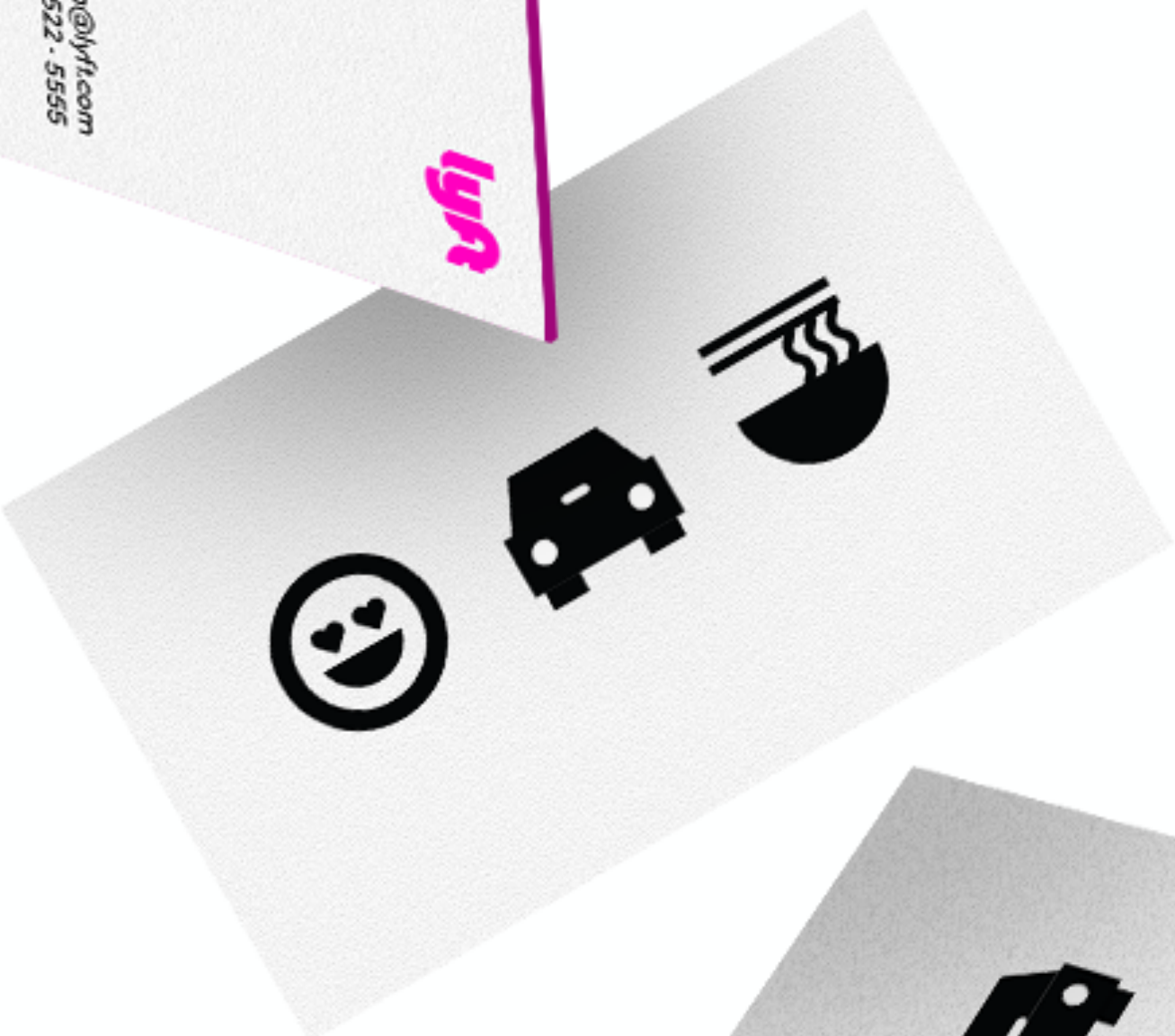
**Start being your own boss  
and sign up to drive today.**

### Body copy

Font-weight: Regular  
Letter spacing: -20pt  
Case: Sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam suscipit lobortis nisl.

line  
cunningham@lyft.com  
952-522-5555



HELLO, I'M  
**Caroline**  
Caroline McKay  
Cunningham  
Corporate Counsel  
Litigation  
cunningham@lyft.com  
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**Any questions?**  
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