



Advertising Creative Guidelines

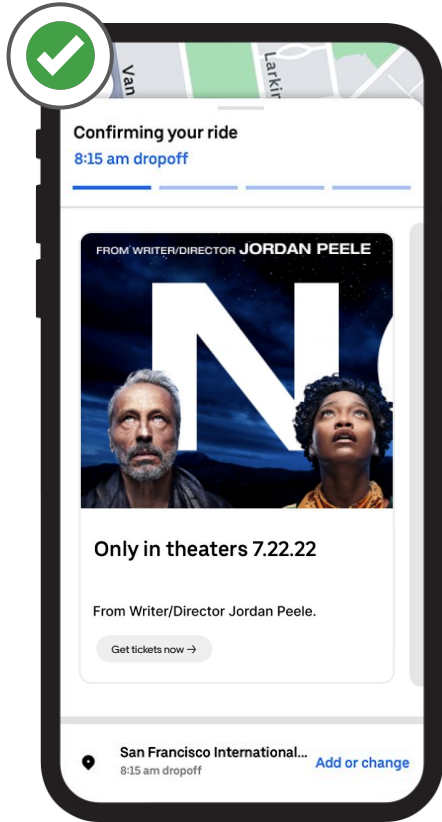
Creative Best Practices +
Specs for Advertisers

May 2025

Uber

Creative Guidelines + Best Practices

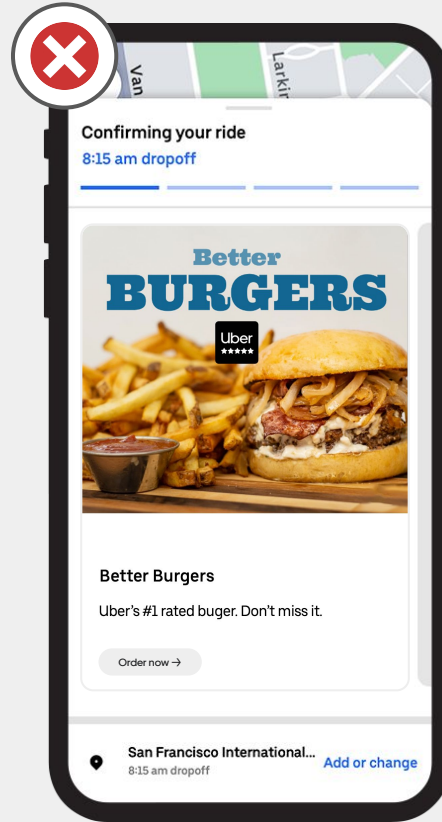
The next pages shows some dos and don'ts for creative best practices for our unique formats.



Do

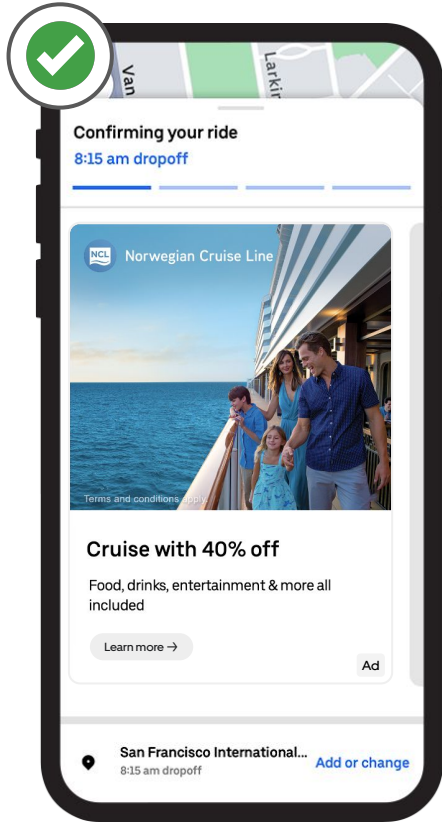
- ✔ Do use storytelling to encourage people to engage or swipe through cards
- ✔ Do speak to our shared audience in a friendly way
- ✔ Do keep promotions simple*
- ✔ Do use sentence case for headlines, body copy + CTA

*Offers must include material terms and conditions ("Get 15% off your next IKEA order with code IKEA15OFF. Expires 7/15/22") or you can tease your offer and the terms can be one click away. ("Get \$10 off. click for details.")



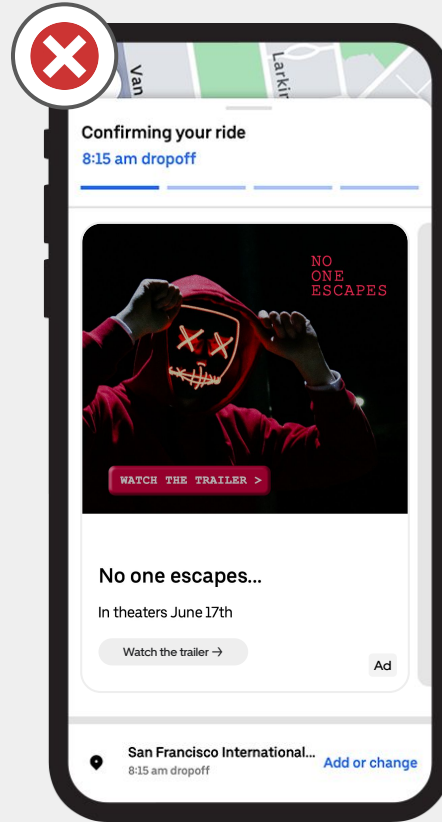
Don't

- ✘ Don't use language that implies an ad is co-branded with Uber
- ✘ Don't repeat the same images in a carousel, or the same info from the image in the headline + body copy
- ✘ Don't use emojis, Caps, Italics or Title Case
- ✘ Do not use very small text - the x-height should be a minimum of 10 px. See legal text guidelines on pg 8.
- ✘ Don't use competitive messaging (e.g. Same Day Delivery); subject to case by case approval



Do

- ✓ Do show relatable content
- ✓ Do ensure your branding (and logo) is always visible on the image
- ✓ Do ensure ads create a consistent experience for users across all surfaces
- ✓ Do keep text to a minimum in the image

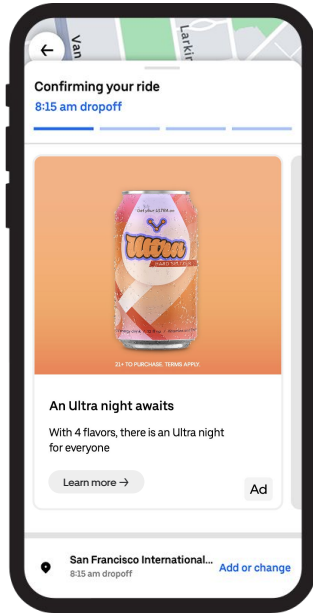


Don't

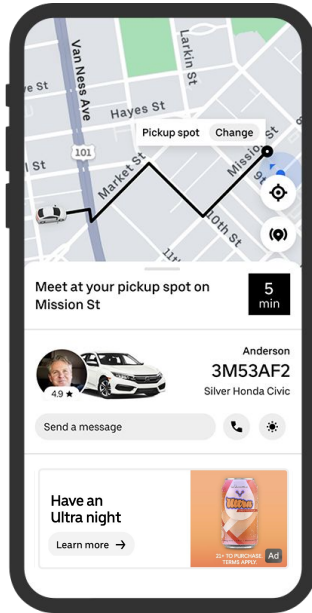
- ✗ No more than 20% of your image should be occupied by text
- ✗ Don't use non-functional buttons in imagery
- ✗ Don't use imagery that is alarming/jarring or contains controversial or difficult themes. [See Global Content Policy](#) for details..

Legal Copy

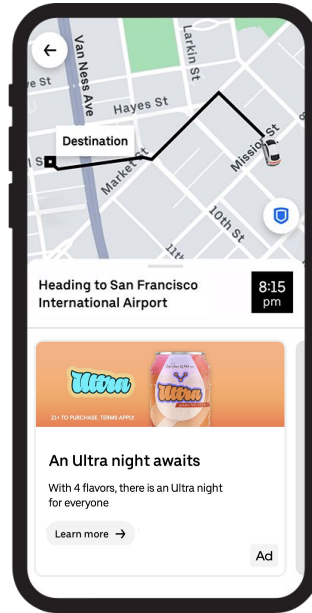
If your ad requires legal copy, the x-height should be a minimum of 10 px. Here are some examples:



Journey: Dispatch



Journey: En-route

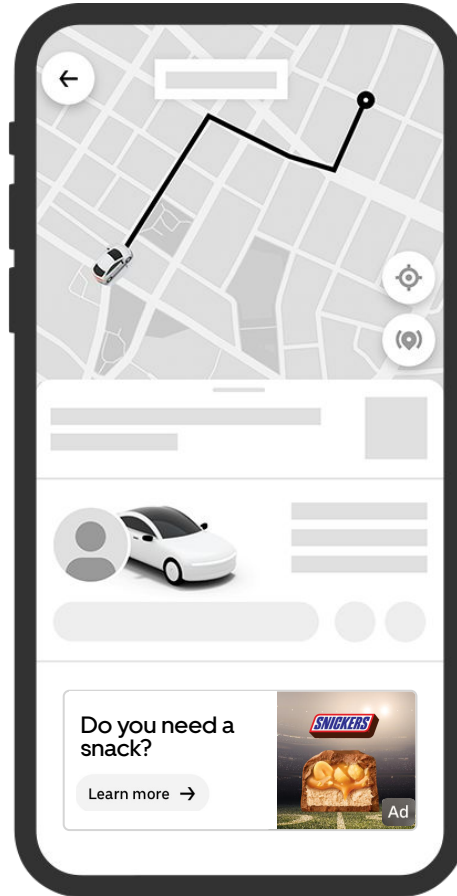


Journey: On Trip

For Journey Static Enroute

Creative Policy

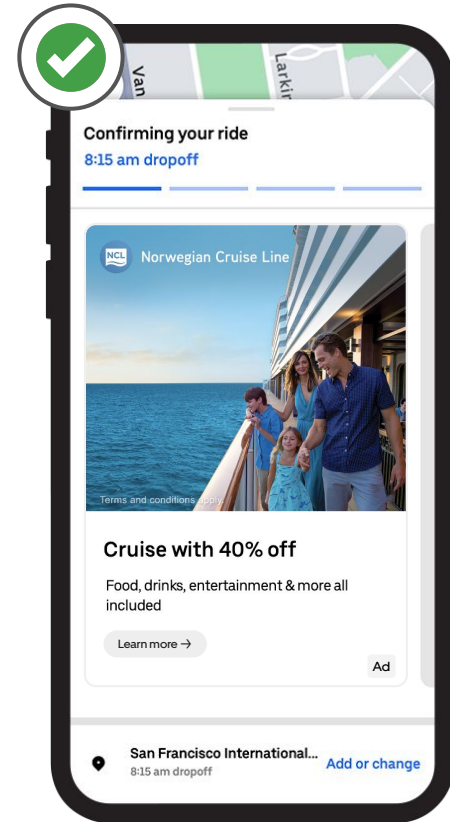
- No text other than logo, graphic image, photo, or product
- Image in the background must not have text (product shots showing logo and packaging messaging OK)



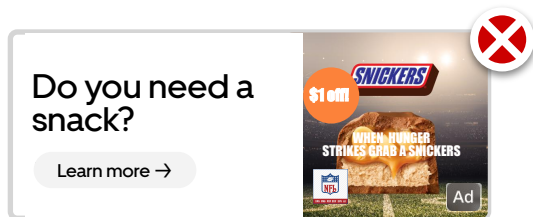
Logo Requirements

A logo must be clearly visible in all ads so it's clear who the advertiser is. This is a critical user experience issue for our app.

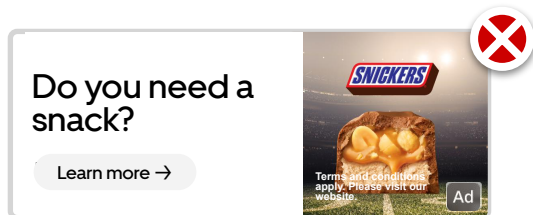
- For multi-frame ad formats including Dispatch, On Trip and Enroute the logo must be visible on all frames.
- For all video ad formats, the logo must be visible during some portion of the video and also on the start and end thumbnail. (Remember to account for UI elements such as the time remaining and mute/unmute buttons. Avoid placing logo in the center of the end thumbnail or it could get covered up by the play again button.)



For Journey Static Enroute



No text other than logo, graphic image, photo, or product. Cramming too much information in the image is a poor user experience and difficult to read within our smaller ad formats.



All asset text, including legal disclaimers, are illegible at small sizes, text height must be larger than 10px

General Copy Guidelines

- All headlines, body copy, and CTAs should be sentence case (e.g. “Go get customers” rather than “Go Get Customers”).
- No all caps, with very few exceptions (such as when the name of the brand is stylized in all caps, e.g. ZADIG & VOLTAIRE).
- No special characters, with the exception of units of measurement, e.g. \$, +, =, %, &, !, -, :
- Line breaks cannot be accommodated
- No emojis or special character styles (italic, bold, monospace, etc).
- Keep promotions simple, with a clear dollar or percentage amount, and a start and end date.
- Always spell out words rather than using colloquial abbreviations, e.g. “are you” rather than “r u”.
- Utilize storytelling to convey your message. Bear in mind that the visual portion of the ad will contain minimal copy, so it's up to the ad copy to tell your brand's story.

Tips for sellers:

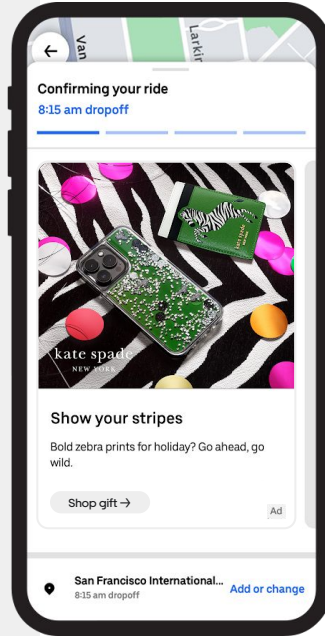
- Use your editorial judgment; if it “feels” like it shouldn't be on our platform, the likelihood is that you're correct!
- Remember that the advertiser and Uber have a shared audience, meaning any advertising content will reflect on Uber and vice versa.
- Please ensure that you do not communicate to an advertiser that creative or copy is fully locked and approved on the Uber side until you have completed all JIRA approvals including Legal and Head of Marketing.

Mobility: Journey Ads

A creative canvas to get your brand's message out there

Creative Tips + Tricks:

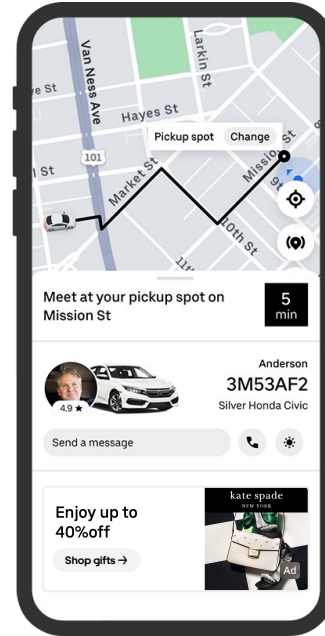
- Tell a story across frames in Dispatch + Ontrip
- Get recognition for your ad. The En-route surface must include clear branding.
- Single-minded messages work best



Dispatch

Catch the eye of your consumers waiting to be matched with a driver.

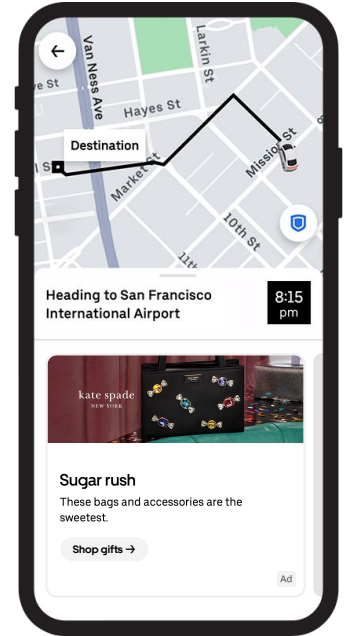
+clickthrough



En-route

Continue to share your brand message as your target is waiting for pickup.

+clickthrough



On Trip

Create deeper engagement with a captive audience of consumers in-car.

+clickthrough

Journey Ad Creative Specs

Ask your Uber team for our latest [Photoshop + Figma Templates](#)

	Dispatch	En-route	On-trip
Image	Static Image Image size: 975 x 861 File size: <1MB Safe Zone*: N/A 1-5 Cards Clickable	Static Image Image size: 420 x 420 File size: <1MB Safe Zone*: 314 x 420, center alignment 1 Card Clickable	Static Image Image size: 1146 x 393 File size: <1MB Safe Zone*: N/A 1-5 Cards Clickable
Headline	25 characters, this includes spaces	25 characters, this includes spaces	25 characters, this includes spaces
Body Copy	52 characters	None	52 characters
CTA	15 characters (Mandatory)	15 characters (Mandatory)	15 characters (Mandatory)
Ad Box	Ad box is dynamically applied to the bottom right corner of En Route based on safe zones. Width: 126px Height: 67px		
Creative Policy	<ul style="list-style-type: none">• All: Logo must be present on each piece of creative, or clearly visible on product• Enroute Static: No text other than logo, graphic image, photo, or product. Image in the background must not have text (product shots showing logo and packaging messaging OK)• Copy: All asset text, including legal disclaimers, are illegible at small sizes, text height must be larger than 10px		

***What is a Safe Zone?** A Safe Zone is the area where the brand should display all critical visuals and logos without risk they will be cropped or covered

Journey Ad Details: Dispatch



3 Show your stripes

4 Bold zebra prints for holiday? Go ahead, go wild.

5 Shop gift →

Ad

View of Safety + Cropping Area

Tip: Keep all important info away from edges

1 VISUAL*

Static Image

File Format: PSD

Creative Frames: 1 - 5

Visual Size: 975 x 861

2 Ad Box

A small graphic added dynamically.

3 HEADLINE*

File Format: Text

25 Characters

No Caps, Italics or Title Case

Tip: Do not add punctuation

4 BODY COPY*

File Format: Text

52 Characters

No Caps, Italics or Title Case

Tip: Punctuation works here.

5 CTA*

File Format: Text

15 Characters

No Caps or Italics

Tip: Do not add punctuation

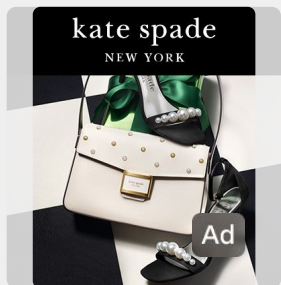
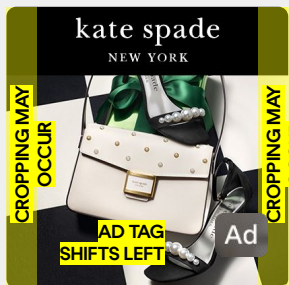
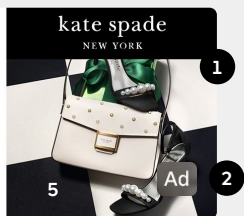
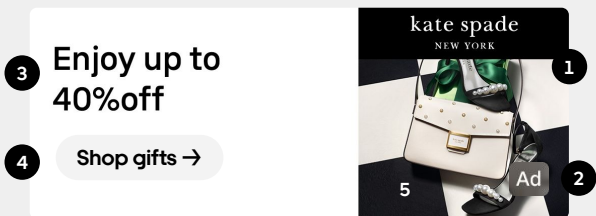
*Mandatory elements

Please note: Some Uber products or trips display Journey Ads on 2 placements only (En Route and On-trip), excluding Dispatch.

Ask your Uber team for our latest [Photoshop + Figma Templates](#)

Journey Ad Details: En Route

**Mandatory elements*



View of Safety + Cropping Area

Tip: Keep all important info left, and away from the bottom, as Ad Tag placement shifts depending on screen size

- 1 **VISUAL***
Static Image
File Format: PSD
Creative Frames: 1
Image must clearly show brand

Visual Size: 420 x 420
Safe Zone**: 314 x 420, center alignment

- 2 **AD BOX***
Added automatically to the bottom right corner and moves dynamically depending on screen size

Width: 126px Height: 67px

- 3 **HEADLINE***
File Format: Text
25 Characters
No Caps, Italics or Title Case
Tip: Do not add punctuation

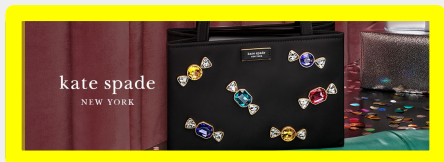
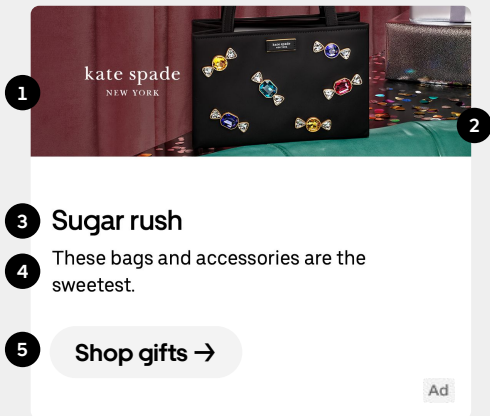
- 4 **CTA***
File Format: Text
15 Characters
No Caps, Italics or Title Case
Tip: Do not add punctuation

- 5 **COPY**
All asset text, including legal disclaimers, are illegible at small sizes, text height must be larger than 10px

**What is a Safe Zone? A Safe Zone is the area where the brand should display all critical visuals and logos without risk they will be cropped or covered

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Journey Ad Details: On Trip



View of Safety + Cropping Area

Tip: Keep all important info away from left and right-hand edges

- 1 VISUAL***
Static Image
File Format: PSD
Creative Frames: 1-5
Visual Size: 1146 x 393
- 2 Ad Box**
A small graphic added dynamically.
- 3 HEADLINE***
File Format: Text
25 Characters
No Caps, Italics or Title Case
Tip: Do not add punctuation
- 4 BODY COPY***
File Format: Text
52 Characters
No Caps, Italics or Title Case
Tip: Punctuation works here
- 5 CTA***
File Format: Text
15 Characters
No Caps or Italics
Tip: Do not add punctuation

**Mandatory elements*