

BRAND

architecture

This toolkit serves as a guide for team members and those working on behalf of riderster to properly convey and promote the brand with fidelity.



riderster





The
BIG
Idea



Effortless
Activation



Driver
Optimization



BRAND

Touchpoints



Our Name

We are: Ridester
Correct usage:
ridester, ridester.com
(Ridester or Ridester.com
can be used in headlines
for consistency)
Incorrect usage:
www.ridester.com



Primary Messaging

Ready to get behind the wheel, but not sure where to begin? Sometimes getting started is the hardest part. With ridester.com it doesn't have to be. Not only do we take the guesswork out of becoming a rideshare driver, we make the process as quick and painless as possible. Our step-by-step driver activation guide will have you on the road (and earning money) in no time. Once you're up and running, our tailored content will get you on the track to becoming a better driver (and earning even more). From point A to point Z, ridester.com is your ultimate roadmap to rideshare success.



Brand Tone

Authoritative. Simple.



Brand Statement

As the go-to resource for rideshare drivers, our step-by-step activation gets new drivers on the road faster, while our tailored content shows existing drivers how to maximize their rideshare potential.



Our Tagline

Your rideshare roadmap



ridester.com

..continued

Audience

Rideshare drivers of all ages (18-65+).

New drivers are self-starters looking to develop an extra line of income in a fairly new industry. They're not sure where to go for answers, but they're eager to hit the road and start earning. Existing drivers are ready to take their rideshare experience to the next level. They're searching for the best tips and tricks to maximize their income.

Explanation

As the ultimate resource for rideshare drivers, our tone should convey authority. We don't just have answers. We have THE answers. We communicate simply, breaking through the clutter of information provided by other rideshare resources. Because our drivers are busy, often in the car, and reading on their phones between pickups, it's important to keep things short, easy to understand, and essential to their success.





Style Guide



The following guide will walk you through how to treat the various brand elements that make up our aesthetic. These rules and regulations are set in place to maintain the integrity of our brand and should be strictly followed.

Typography

Georgia-Bold Italics

Close inspection of Georgia Bold Italics reveals its clarity on screens, even at small sizes. Featuring a large x-height (tall lowercase letters), the strokes are thicker than would be common on a typeface designed for display use.

Gotham Rounded Medium/Light

The Gotham Rounded typeface, inspired by building signs, celebrates the workmanlike “draftsman’s alphabet” on a monumental scale. It is approachable yet technical.

Logo Variations

Logotype

Our logotype speaks to all things road-related—taxi, construction crews, and signage—because we share common goals. We too get you from point A to point B, build your career, and guide you along your way. The circular forms of the logotype are inviting but also have movement. They drive the eye to the final resolution of the “.com,” emphasizing our online presence and ease of access.

ridester.com

ridester.com

ridester.com

ridester

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Logomark

Our logomark represents a fork in the road, a sign we see day in and day out. Using this reversed “r” is a smart and clever way to communicate our dual mission: get people driving quicker and make them better drivers.

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Color Palette



MIDNIGHT BLACKTOP

- CMYK -

C 65

M 43

Y 26

K 78

- RGB -

R 28

G 43

B 57

HEX # 1C2B39

PANTONE 432 CP



FREWAY GREY

- CMYK -

C 16

M 11

Y 11

K 27

- RGB -

R 167

G 168

B 170

HEX # A7A8AA

PANTONE COOL
GREY 6C



CAUTION YELLOW

- CMYK -

C 00

M 14

Y 100

K 0

- RGB -

R 255

G 205

B 36

HEX #FFCD00

PANTONE 116 CP



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YOUR RIDESHARE
ROADMAP