Uber brand guidelines

|  |  |
| --- | --- |
| **DO NOT SAY** | **SAY INSTEAD** |
| Apply to drive | Sign up to drive |
| Chauffeur, Uber Driver | Driver-Partner |
| full-time or part-time | full time independent contractor or part time independent contractor |
| zero investment required | all you need is a car to get started |
| need (to express the need for supply) | Driving is a great opportunity! |
| $XX an hour or $XX/hr | $XX an hour in fares, $XX/hr in fares |
| career | opportunity, gig, option, experience |
| commission | fees |
| dispatch | Request or trip request |
| drive for Uber | drive with, partner with, become a driver |
| driver bonus | Incentive, reward, extra, more |
| equipment | tools, platform |
| get paid | get paid in fares, get paid weekly in fares, fares are paid weekly |
| hired |  |
| job | partner with |
| join Uber | use Uber, partner with Uber |
| on-duty, off-duty | go online, become available, use the app, open the app |
| our drivers, our team | partners |
| prices | rates |
| the phone will calculate the fare after the trip | the Uber app calculates the fare after the trip has ended |
| Uber car | car |
| Uber driver, affiliate driver | driver, partner, driver-partner, partner using the Uber platform |
| wages or salary | fares |
| work | great driving today! Opportunity |
| We have the biggest rider base across any ridesharing platform. | More riders on the road than ever! |