

WEEKLY TEARDOWN · Nº 01

# Uber.

A close look at the system behind **one tap, one ride, one hundred countries.**

Swipe →

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Introduction

# Why Uber's system is worth studying.

# 10k+

engineers and designers shipping against the same system, daily.

# 70+

countries, 10,000+ cities, one visual language across every market.

# 1

open-source kit, Base Web, published for anyone to use.

Foundations

# The principles.

Four ideas repeat across every Uber surface, from the wordmark to the ride sheet.

01

## Ruthlessly legible.

Huge type, high contrast, one action per screen. Built for a driver glancing at a phone at 40mph.

02

## Color as signal.

Black and white carry the system. Color only appears where it must: alerts, promos, confirmation.

03

## Geometry first.

Monolinear wordmark, circular buttons, square photo crops. A single geometric logic across the system.

04

## Globally neutral.

No slang, no gradients, no illustration style that reads as American. The system is built to translate.

Brand identity

# The wordmark.



Uber

## ANATOMY

Weight **900 · Black**

Case **Title case**

Tracking **-4% (tight)**

Terminals **Cleanly cut, 90°**

Optical correction **"b" bowl widened**

Drawn in-house (Wolff Olins, 2018) to read equally well at favicon size and on the side of a car. A wordmark, never a logo. Uber deliberately walked away from the "U in a circle" icon era.

Typography

# Uber Move.

A custom geometric sans, designed with MCKL. Built to replace every third-party face in the system. Consistency as infrastructure.



## STYLES

Move Light

Move Regular

Move Medium

**Move Bold**

## USE

Decorative / editorial

Body copy

UI labels

Headings, numerics

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## DESIGNED WITH

**MCKL Type Foundry**

## COVERAGE

**Latin · Cyrillic · Greek · Arabic**

## Typography

# Type in practice.

SIZE	SPECIMEN	TOKEN
48 / 56	<b>Get a ride in minutes</b>	HeadingXXLarge
32 / 40	<b>Where to?</b>	HeadingLarge
20 / 28	<b>Arriving in 3 min · Toyota Camry</b>	LabelLarge
16 / 24	Your driver will arrive shortly. The exact pickup spot is pinned on the map. Meet them on the corner of Valencia and 20th.	ParagraphMedium
12 / 16	UBER COMFORT · 4 SEATS · NEWER CARS	LabelXSmall

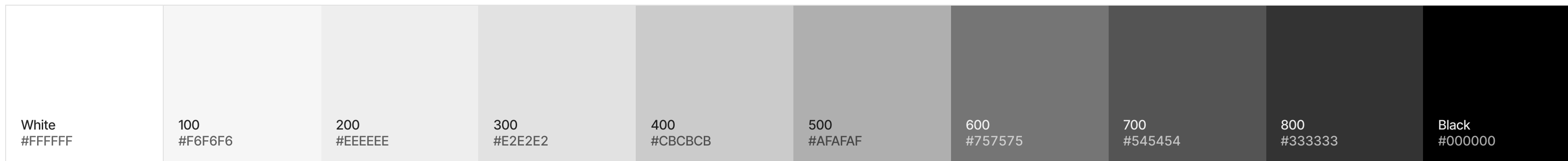
Every size is named, not guessed. The token, not the pixel value, is what ships.

Color

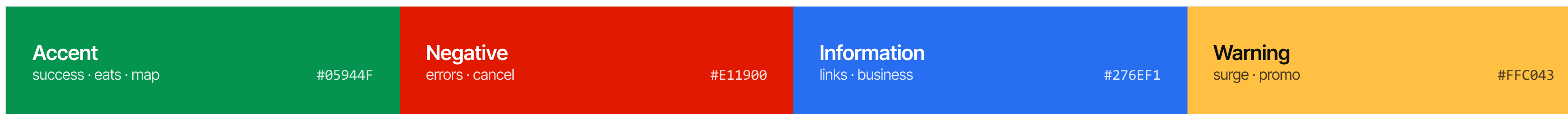
# A ten-step neutral, and four signals.

98% of pixels shipped are mono. The accents earn their place.

MONO



SIGNALS



# Black isn't a brand color. It's a **structural** one.

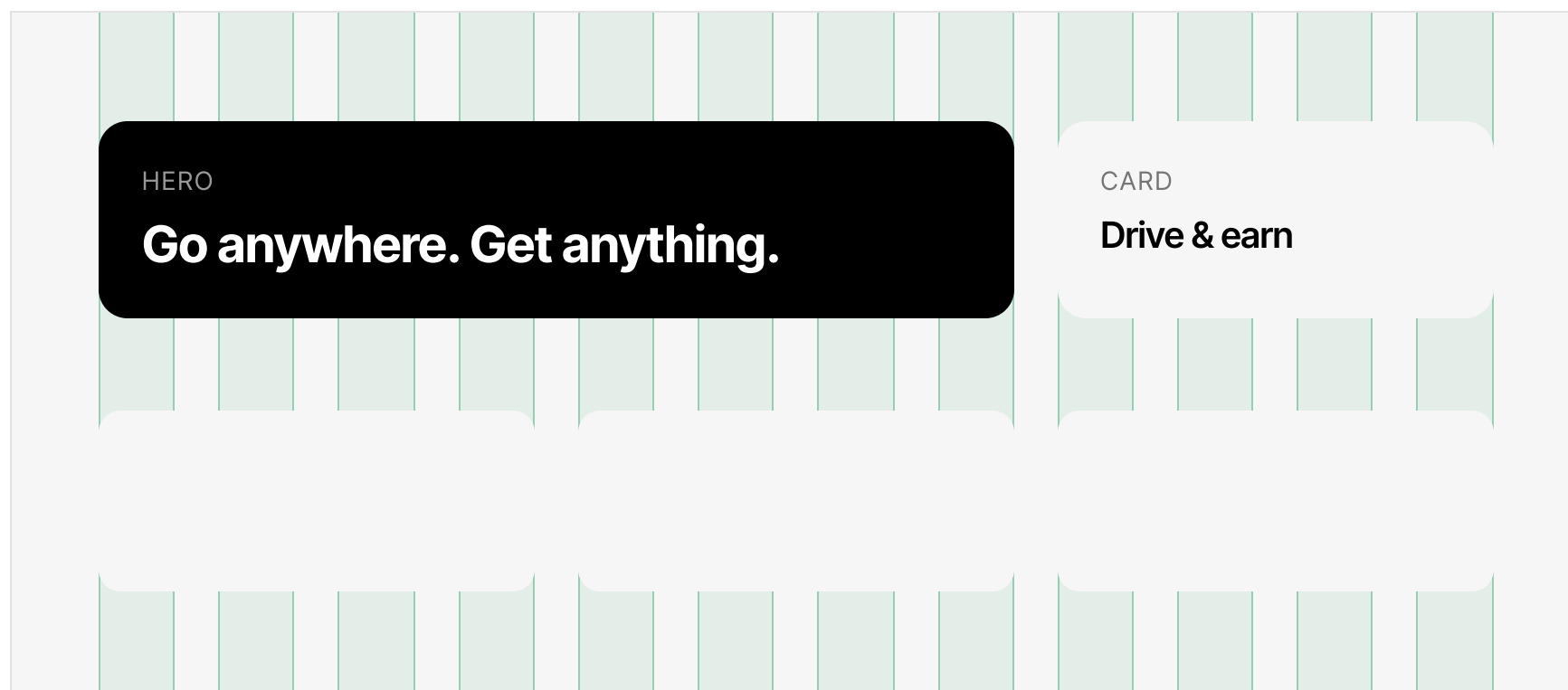
## OBSERVATION

The map is light, so the sheet is white, so the primary action has to be black to anchor the composition. Every Uber product inherits this hierarchy, and every surface reads the same way.

Layout

# A 4-point grid, 12 columns on web.

Every spacing value is a multiple of 4. Every layout snaps to twelve. The system is boring, on purpose.



## SPACING SCALE

4px	·	scale100
8px	-	scale300
12px	-	scale400
16px	-	scale500
24px	-	scale700
32px	-	scale800
48px	-	scale1000
64px	-	scale1200

Open source

# Base, the open-source kit.

Uber open-sourced the design system so partners, vendors and the community build on the same vocabulary. Confidence, not secrecy.

**60+**

React components, covering every primitive from Button to DatePicker.

**A11y**

WCAG AA baseline on every component. Focus rings, aria, keyboard, shipped.

**Theme**

Every value is a token. Swap the theme object; re-skin the product.

**MIT**

Free to use, modify, ship. Published on GitHub with Storybook docs.

Component anatomy

# The Button.

FOUR VARIANTS, ONE SHAPE.

Request Uber

Schedule for later

Change payment

Cancel

THREE HEIGHTS

Small

Medium

Large

PRIMARY · LARGE · SPEC

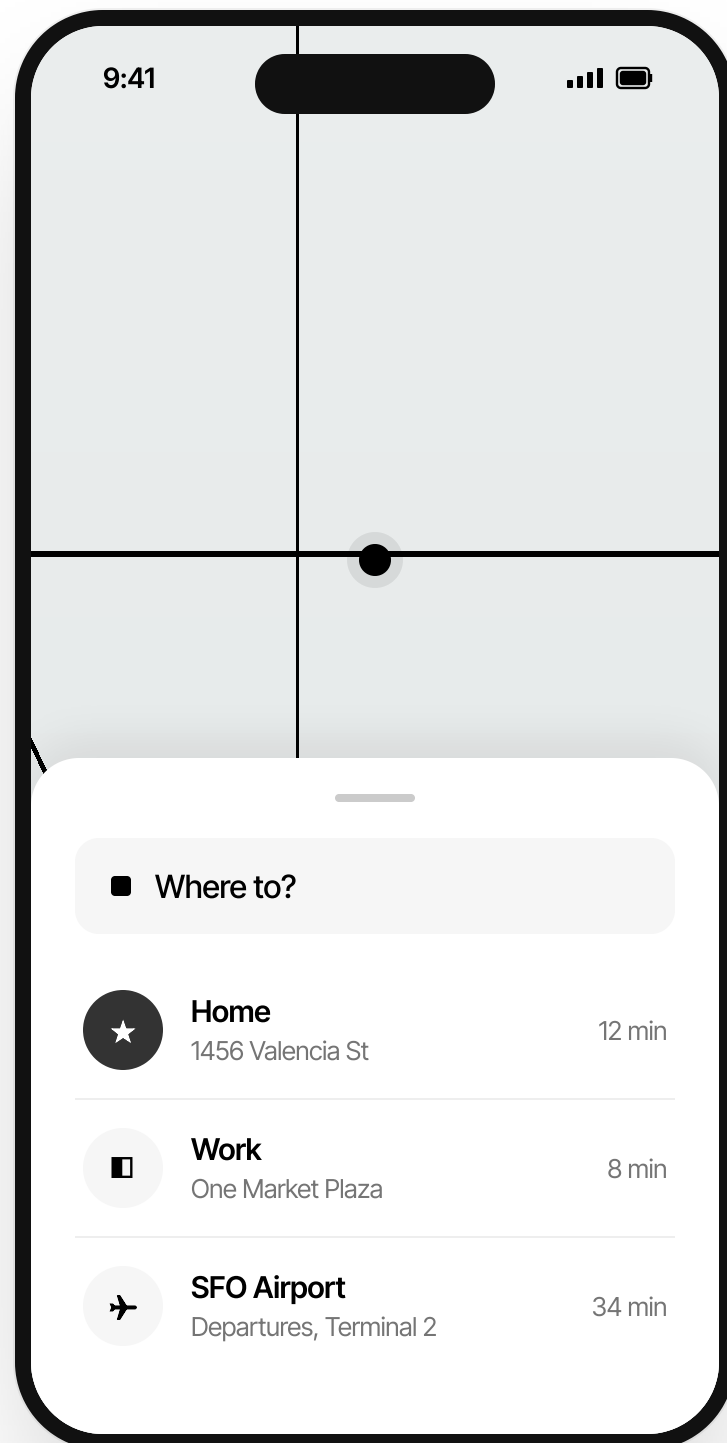
Height	48 / 60 / 72 px
Radius	Pill · height / 2
Padding	20 / 24 / 32 px
Label	Medium 600, -0.5%
Min width	3× height
Focus	2px offset ring, #276EF1

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A pill, not a rectangle. The curvature is tied to height, so every button scales proportionally. No magic numbers.

Component anatomy

# The ride sheet.

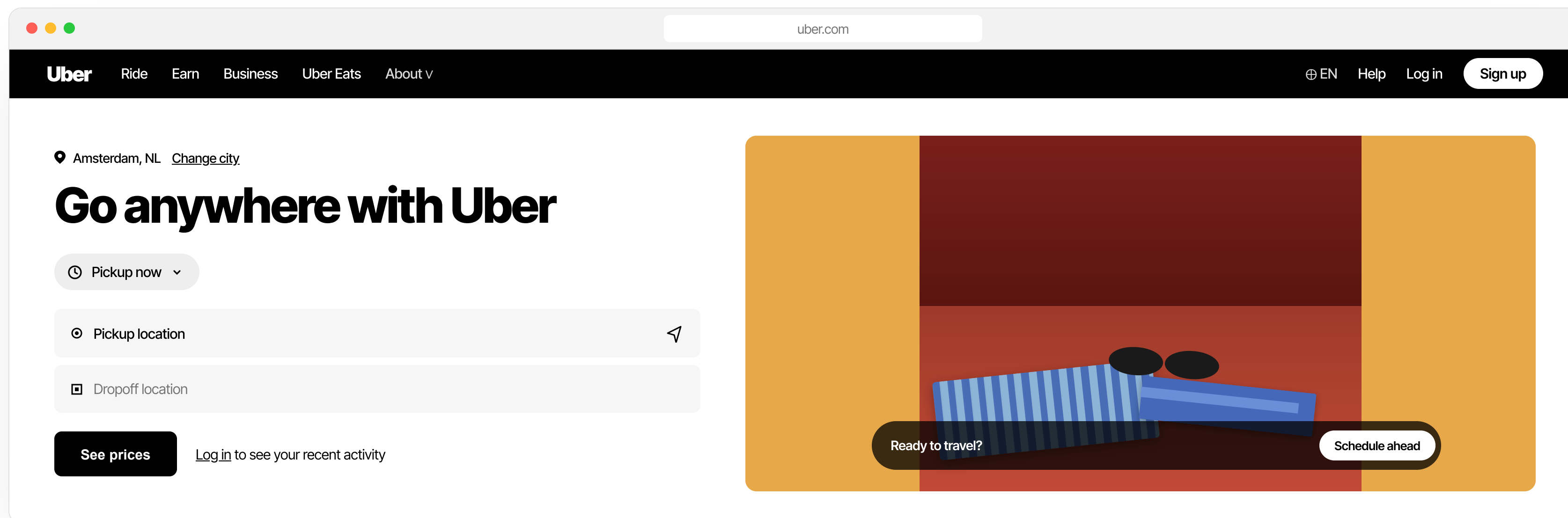


- 01 Map is the canvas.**  
Full-bleed, single pin. No chrome.
- 02 Sheet is the UI.**  
Draggable, preserves state, one primary action.
- 03 Search is the entry.**  
One field, "Where to?", not a form.
- 04 Shortcuts are memory.**  
Home, work, last trip. The app learns you.
- 05 Radius = 24 / 16 / 12.**  
Sheet / search / row, three steps, nested.

uber.com

# The web experience.

The marketing site is an extension of the product. Same type, same black, same pill buttons. No second brand.



Brand expression

# Photography & motion.

Candid, desaturated, documentary. Drivers and riders as real people, never models.

RULE 01

**Natural light.**  
No flash. Dawn, dusk, or golden hour.

RULE 02

**Off-center subjects.**  
Room for headlines, never dead-centered.

RULE 03

● ● ●

**Motion is UI, not decoration.**  
240 to 320ms eases. The dot pulses while you wait. Work is being done.

Takeaways

# What we can steal.

- 01 **Own your typeface.** A custom face is the cheapest, loudest brand differentiator you can ship.
- 02 **Keep the palette boring.** A mono ramp plus four signals will outlast any trend-driven color system.
- 03 **Make the token the contract.** Designers and engineers should trade token names, never hex codes.
- 04 **Open-source the primitives.** It forces discipline internally and earns trust externally.
- 05 **One shape family.** Pills everywhere, or rectangles everywhere. Pick, and commit.

THANKS FOR SWIPING

# Next up: Nº 02

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