



Uber's recent rebrand in 2018

Uber

Uber is a mobile app which offers vehicles for hire, food delivery, package delivery, couriers and more through an easy and accessible on-demand order at anytime and anywhere.

Jae Young Kim
Color Theory - CGI001101C
Logo Rebranding



Light Mode



Dark Mode



Night Mode



Morning Mode



Yellow Cab Ver.



Eco-Friendly Service Ver.



Emergency Service Ver.



Heavy 4x4 Off-Road Ver.



Busy Mode



Peak Hour Mode



Uber Arrived



Unexpected Problem