



# Brand Document

June 2024 | Amber OnTime





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# Brand Guidelines



A reflection of who we are, what we stand for, and the principles that guide us. This document serves as a foundation for everything we create and communicate, ensuring that our brand identity remains consistent, authentic, and impactful.



# Introduction

Welcome to Amber Ontime, where innovation meets security in redefining urban mobility. Our highly secured taxi-hailing app prioritizes safety and reliability, ensuring seamless journeys for every passenger.

At Amber Ontime, we envision a future where urban transportation is not only convenient but also protected, empowering users to travel with peace of mind.

This Brand Guideline document serves as a blueprint for representing Amber Ontime's values, mission, and vision. It defines our identity—built on trust, security, and punctuality—and outlines the standards that ensure consistent communication across all platforms.

From our logo to our tone of voice, each element of our brand reflects our commitment to excellence in urban mobility and passenger safety.



**Redefining  
Urban Mobility**



# About Brand Identity Design

The Amber Ontime logo encapsulates the core values of the brand—reliability, safety, and precision. Every element of the design has been thoughtfully crafted to convey these principles to customers.

## Security Shield

The shield symbolizes trust and security, ensuring that every ride with Amber Ontime is safe and secure for passengers and drivers alike.

## Car Steering Wheel

Integrated within the shield, the steering wheel represents mobility and control, emphasizing the app's role in seamless and efficient transportation services.

## Amber Ontime Text

The brand name “Amber Ontime” is prominently featured, with a unique focus on the letter “O.” This creates a memorable visual identity while reinforcing the brand's commitment to timely service.





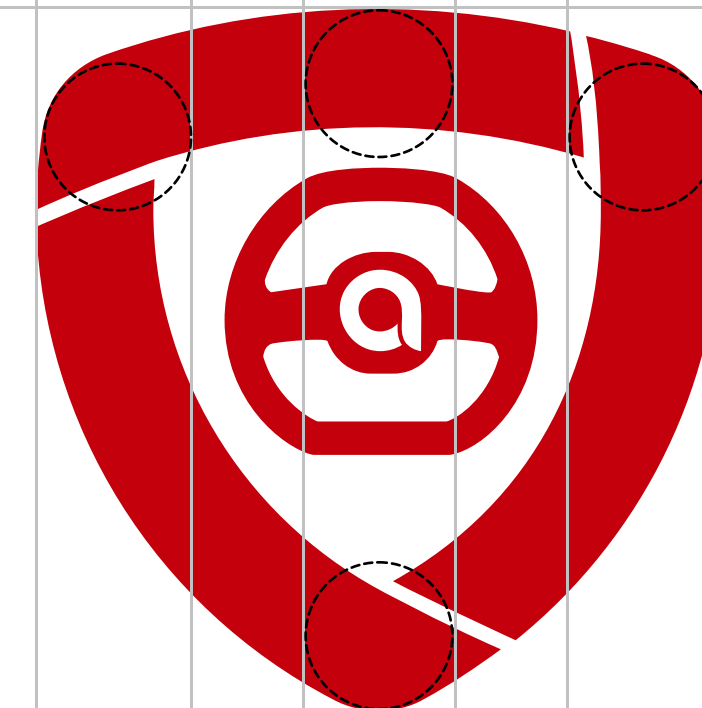
# Identity Construction

Amber Ontime logo is a dynamic blend of symbolism and practicality, perfectly aligned with the brand's mission to provide secure, timely, and efficient ride-hailing services. It's a logo that's not just visually appealing but also resonates with the values and expectations of the customers.

The Amber Ontime brand identity is meticulously designed to resonate with the company's core values of reliability, safety, and punctuality in the ride-hailing sector. Each component of the identity is thoughtfully integrated to ensure a strong and cohesive presence across all touchpoints.

## Brand Message

Amber Ontime promises a secure, efficient, and punctual ride-hailing experience, blending cutting-edge technology with customer-centric values. The brand identity reinforces its dedication to reliability, trust, and innovation, establishing a memorable presence in the competitive mobility sector.

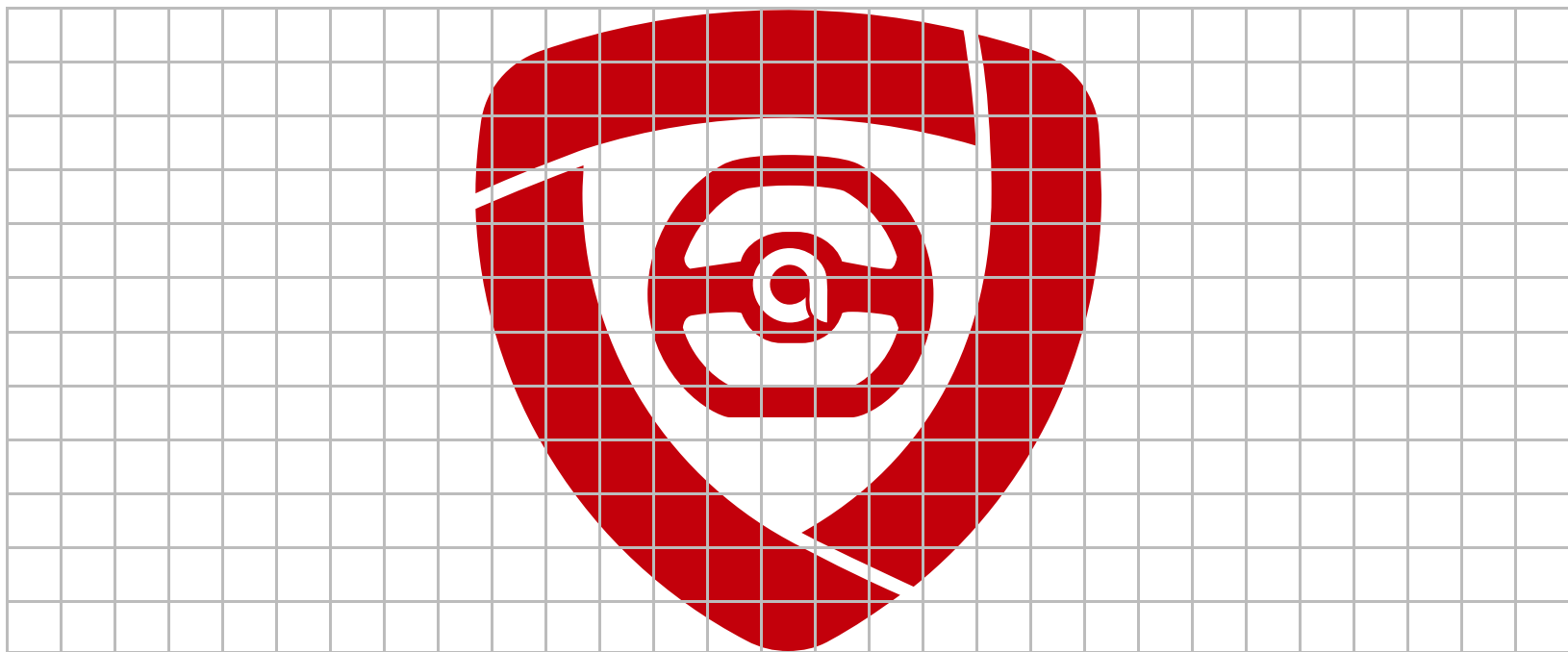




# Clear Space



# The Grid System





# Brand Identity Variations



1. Brand red color (Vertical Alignment)



2. Brand red color (Horizontal alignment)



3. Without tagline (Vertical Alignment)



4. Without tagline (Horizontal Alignment)



5. Positive version (Vertical Alignment)



6. Positive version (Horizontal alignment)



7. Positive version without tagline (Vertical Alignment)



8. Positive version without tagline (Horizontal alignment)



9. Negative version (Vertical Alignment)



10. Negative version (Horizontal alignment)



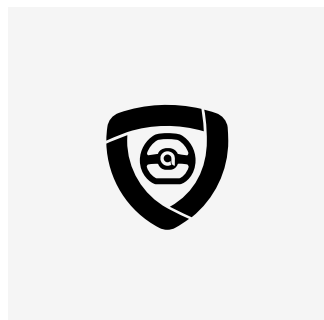
11. Negative version without tagline (Vertical Alignment)



12. Negative version without tagline (Horizontal alignment)



13. Only logo mark



14. Only logo mark (Positive version)



15. Only logo mark (Negative version)

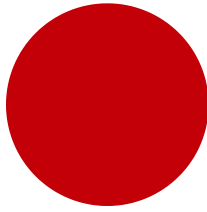


App Icons



# Brand Colors

## Primary Color



**AOT Red**  
R: 195 G: 0 B: 8  
#C30008

## Primary Color / Shades of Red



#C30008   #C91A21   #CF3339   #D54D52   #DB666b

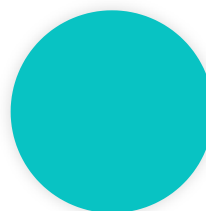


#E18084   #E7999c   #EDB3b5   #F3CCCE   #F9E6E6

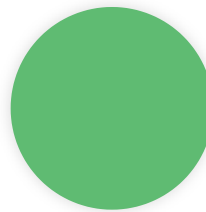
## Secondary Color Palette




**AOT Blue**  
R: 94 G: 135 B: 197  
#5E87C5



**AOT Turquoise**  
R: 8 G: 195 B: 195  
#08C3C3




**AOT Green**  
R: 95 G: 187 B: 114  
#5FBB72



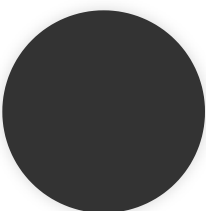
**AOT Grelow**  
R: 187 G: 213 B: 52  
#BBD534



**AOT Yellow**  
R: 250 G: 207 B: 51  
#FACF33




**AOT Dark Grey**  
R: 33 G: 41 B: 46  
#21292E



**AOT 333**  
R: 51 G: 51 B: 51  
#333333



**AOT Black**  
R: 0 G: 0 B: 0  
#000000



**AOT White**  
R: 255 G: 255 B: 255  
#FFFFFF



# Logo Misuses



DON'T create a logo lockup with text



DON'T rearrange the logo elements



DON'T change the proportions between the symbol and the logo type



DON'T create a gradient logo



DON'T mix colors from the palette



DON'T use non approved colors



DON'T outline the logo



DON'T add a drop shadow to the logo



# Typography

## Inter Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 - & \* # @ ? ! / + ( . , : ; )

## Inter Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 - & \* # @ ? ! / + ( . , : ; )

## Inter Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 - & \* # @ ? ! / + ( . , : ; )

# Inter

Inter is a variable font family  
carefully crafted & designed  
for computer screens.

Inter features a tall x-height to  
aid in readability of mixed-case  
and lower-case text.



# Typography

## Aloevera Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 - & \* # @ ? ! / + ( . , : ; )

## Aloevera Display Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 - & \* # @ ? ! / + ( . , : ; )

## Aloevera Display Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 - & \* # @ ? ! / + ( . , : ; )

## Aloevera Display

Aloevera Sans is a Brand New  
Elegant Typeface. This  
typeface offers reliable  
letterforms with modern  
elements.



# Typography

## FUTURU

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789- & \* # @ ? ! / • ( . , : ; )

## Futuru Meduim

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789- & \* # @ ? ! / • ( . , : ; )

## Futuru Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789- & \* # @ ? ! / • ( . , : ; )

# Futuru

Futuru Font Family, the modern geometric sans serif font that bridges the gap between timeless elegance and contemporary design. With its distinctive uppercase characters and historical neo-grotesque inspiration.



# Business Stationaries

## Business Card



## Letterhead







Thank you for exploring our brand guidelines! Maintaining consistency in our brand identity is essential, and your commitment to these principles helps us create a unified and impactful presence

For any questions, clarifications, or approvals, please reach out to

**Brand Team Email: [support@amberontime.com](mailto:support@amberontime.com)**

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Guidelines created by

