

sāfr

Brand DNA

Personas

Driver Personas



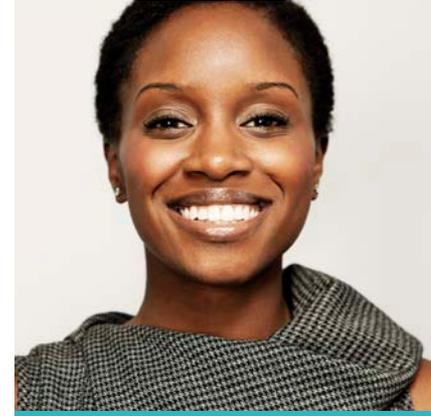
Jillian, 26

Young,
Emerging
Professional



Dana, 44

Single
Mother



Joanna, 52

Working
Mother

Jillian, 26 YOUNG, EMERGING PROFESSIONAL

Jillian is a college graduate, but hasn't found the perfect career path yet. She lives alone, near old friends, and close to the hometown where she grew up. Her apartment is affordable, and within a 10-mile radius of the closest metropolitan city. She is no stranger to ride-share and has already driven for another company.

Jillian enjoys the freedom and flexibility her part-time jobs bring her, but would like to establish a little more control over the effort she puts toward her earning potential each week. Ultimately, she is interested in exploring her earning potential with just one company, resulting in a full-day job that still offers some flexibility so she can continue to pay student loans and credit card debt, yet still have time to socialize with her friends and pursue her hobbies including working out a few times at her local gym.

Jillian enjoyed her time driving for a ride-share service but had picked up male passengers in the past who made her feel nervous and on alert. She is comfortable familiarizing herself with new apps and would be open to switching to a service with better safety features.

Jillian views the ride-share model as a way for her to maintain control of her schedule and earn money – but she wants to feel safe.



Dana, 48 SINGLE MOTHER

Dana is a single mother to two teenaged children. She has always worked, but when she was still married and her children were younger she found it challenging to find jobs that allowed her to work around their busy schedules. Now that Dana is single and her children are older, she finds that she has more flexibility to explore her earning potential in new ways.

Dana grew up outside of the US, but has lived in the states for over 10 years. She is no stranger to hard work and continues to explore different ways to earn more money so she can contribute to her kids' future and ensure she's putting herself in a better position for retirement.

While she is familiar with apps and technology, Dana has never used or driven for a ride-share service before. She usually turns to her children for tech assistance, but since they are not old enough to ride-share themselves, she's attracted to services that offer support in case of any type of issue. She prefers to receive guidance in-person or by phone.

Though somewhat reserved, Dana is excited by the opportunity to meet new and interesting women in her community while earning some extra income through ride-sharing. She will likely only drive during the day while her children are at school, as she prefers to focus on her family in the evenings.

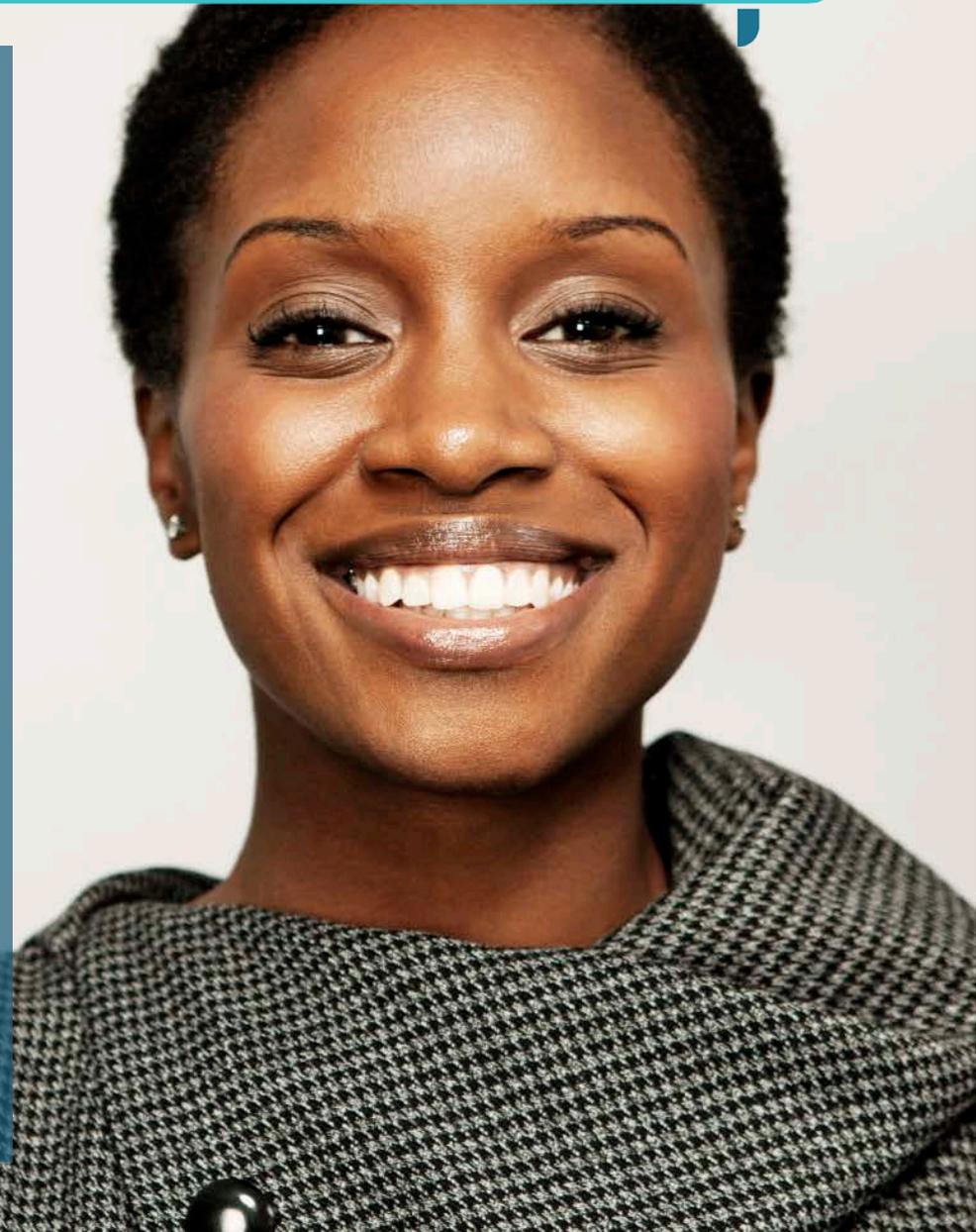


Joanna, 37 WORKING MOTHER

Joanna lives in an urban setting. She's married and has three school-aged children. She is active in her community and works hard to balance the demands of family life while contributing to her family's income.

Some of Joanna's family members have driven for ride-share services before, so she has had some interest in driving as a way to earn extra income at night and on the weekends. It's important for Joanna to retaining her flexibility and still have the ability to maintain her day job as an executive assistant.

Joanna is aware of the negative stories about ride-sharing that show up in her newsfeed from time to time. The idea of a service that prioritizes safety measures and connects her only with passengers with whom she felt comfortable would give her the confidence to drive.



Driver Personas



Rachel, 21

College
Student



Bianca, 35

Young,
Urban
Professional



Susan, 48

Working
Mom

Rachel, 21 COLLEGE STUDENT

Rachel grew up in an affluent neighborhood within commuting distance of a major metropolitan city. She and her friends are independent and have taken public transportation in the past, when necessary. She spends most of the year living with her friends in an apartment that is close to her college campus and active nightlife. She generally feels safe moving throughout her universe, but her parents constantly remind her to make good choices and stay safe.

Rachel is very comfortable with technology. She's active on Instagram and uses Snapchat to share stories with her friends on campus and at home. She currently uses other ride-share services, but she, her friends and her family know that there have been negative stories and risks associated with them. Unfortunately, the service is a necessity since she goes out socially a few nights per week and doesn't keep a car on campus.

Rachel doesn't feel loyalty toward any particular service and keeps her eye out for discounted promotions, but would like to not have to worry about her safety when it comes to ride-sharing.



Bianca, 35 YOUNG, URBAN PROFESSIONAL

Bianca is a young, accomplished professional who lives in a major metropolitan city. She works long days and always seems to be on the move for what are often back-to-back meetings. Bianca is busy, and doesn't have a lot of time to fuss over logistics if she doesn't have to.

Bianca feels that ride-share services are the most efficient way to travel from place to place, including to and from her office, which is just beyond walking distance from her apartment. However, Bianca lives alone and often feels uncomfortable when male drivers know her address when they drop her off. She reluctantly overlooks this since ride-sharing has become an absolute necessity to carry her through her day.

Bianca donates money to causes that are important to her. She likes supporting brands that have established CSR programs and she has the disposable income to do so.

Bianca prefers a ride-share company that provides what she needs: a place to charge her phone, a bottle of water if she's thirsty, and an opportunity to clear her mind and prepare for her next meeting.



Susan, 48 SUBURBAN WORKING MOTHER

Susan has been married for 20 years, has worked professionally throughout that time, and lives with a comfortable two-family income within 12 miles of a large city. She is an attentive mom, even though her older teenagers are becoming less and less dependent on her, she has a well-known face in her community, and she is active with organizations that mean something to her - particularly causes that support women and families.

Susan does have a family car, but got the hang of using different ride-sharing apps, and was able to see the value in ride-sharing for herself, when her children began asking for the keys to the car. Susan uses ride-sharing to travel to and from meetings for her growing consulting business, and she and her husband also use it for occasional social outings or to meet friends for dinner on Saturday nights.

Susan's primary concern is knowing that she will be safe in a ride-share car. She wishes that the companies provided mandatory trainings for their drivers and better safety features for their passengers, but for now, she just makes sure to rate drivers appropriately so as not to get paired again with anyone with whom she has had a negative experience.



Branding

Color Palette

Logo Colors serve as the primary branding for all Safr designs.

Logo Colors



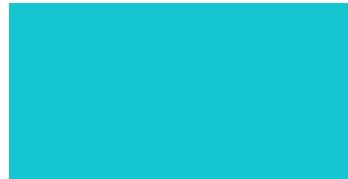
C:67 M:0 Y:21 K:0
R:37 G:201 B:208
HEX: #25c9d0



C:86 M:46 Y:32 K:6
R:32 G:114 B:142
HEX: #20728e

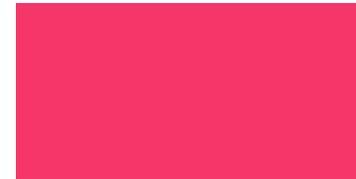
For the Passenger and Driver color palettes, the Core Colors should be the primary color used and secondary colors can be added into design to add pop and dimensions to the piece.

Passenger Core Color



C:67 M:0 Y:21 K:0
R:37 G:201 B:208
HEX: #25c9d0

Passenger Secondary Colors

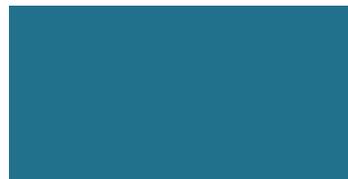


C: 0 M:93 Y:41 K:0
R:238 G:53 B:104
HEX #f73267



C:86 M:46 Y:32 K:6
R:32 G:114 B:142
HEX: #20728e

Driver Core Color

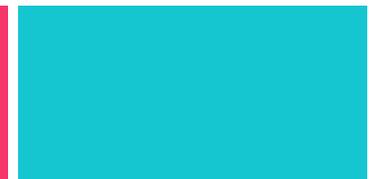


C:86 M:46 Y:32 K:6
R:32 G:114 B:142
HEX: #20728e

Driver Secondary Colors



C: 0 M:93 Y:41 K:0
R:238 G:53 B:104
HEX #f73267



C:86 M:46 Y:32 K:6
R:32 G:114 B:142
HEX: #20728e

Typeface

Open Sans should be used only for website copy. It is a webfont which is specifically designed for web copy to create a universal look on any computer or online platform.

Open Sans / Light / Regular/ **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890

Lato and Roboto should be used for print and online collateral and design work. Both are a sans serif font which offers a modern look. They can be used interchangeably, but Roboto offers a more condensed feel and should be used for short phrases and headlines.

Lato / Light / Regular/ **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890

Roboto / Light / Regular/ **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ	abcdefghijklmnopqrstuvwxyz	1234567890

Logo

Logo without Tagline

This logo should be used as the primary logo for all Safr branded material.



sāfr

The logo consists of the word "sāfr" in a bold, lowercase, sans-serif font. The letter "a" has a horizontal bar above it, and the letter "r" has a small vertical bar on its right side. The color is a dark teal.

Logo with Tagline

This logo should be used on consumer-facing marketing materials.

It should not be used in instances where the logo appears under 2 inches.



sāfr
Driving peace of mind

The logo consists of the word "sāfr" in a bold, lowercase, sans-serif font, with a horizontal bar above the "a" and a small vertical bar on the right side of the "r". Below the word is the tagline "Driving peace of mind" in a smaller, lowercase, sans-serif font. The color is a dark teal.

Use of Icons

Evoking the shape of a wheel, the circle is a known symbol for movement and inclusivity. All icons should have a circular component that follows brand standards.

