



BRAND GUIDELINES

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AUSTRALIA. THE CRAFT OF CABBING NEVER LEFT.

While rideshare apps reduce passengers to data points, 13cabs champions the human behind the ride.

Exceptional service. Professionalism. And a true understanding of how Australia rolls.

We're 13cabs. This is How We Roll.

How We Evolve

Legacy matters. But so does momentum.

We can honour what makes 13cabs iconic, while making room for evolution.

How?

- By preserving the fundamental elements that make us recognisable and trusted.
- By balancing consistency with flexibility.
- By creating brand systems, not rigid rules.

13cabs is a living, breathing brand. These guidelines are here to support its natural evolution – not stifle it.

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1.0

BRAND
FRAMEWORK

A PLATFORM THAT ROLLS RIGHT OUT OF OUR BUSINESS AMBITION

<div>Business strategy and ambition – a new best</div> <div>“At A2B, we are committed to delivering exceptional service to our passengers – getting them from A to B”</div>			
<div>Strategic proposition</div> <div>13cabs is reintroducing Australia to the craft of cabbing</div>			
<div>THIS IS HOW WE ROLL</div>			
<div>Back seat drivers</div> <div>Reasons to believe, and trust, in our commitment to a higher quality of service</div>			
<div>Safety</div> <div>Multiple layers of safety provide peace of mind</div> <div>18% of respondents stated their safety is their primary concern with using cabs</div>	<div>Expertise</div> <div>Industry-leading know how and training</div> <div>42% of respondents stated that knowledgeable drivers would make taking a cab more desirable</div>	<div>Professionalism</div> <div>Clean cabs, professional cabbies</div> <div>39% of respondents stated higher standards would convince them to re-evaluate using cabs</div>	<div>Reliability</div> <div>We turn up when it matters, trusted and timely</div> <div>49% of respondents stated timeliness would convince them to re-evaluate using cabs</div>
<div>Front seat drivers</div> <div>Internal engagement in our commitment to a higher quality of service</div>			
<div>Internal engagement</div>		<div>Driver engagement</div>	

2.0

TARGET MINDSET

INTRODUCING A TARGET MINDSET

No other country rolls quite like Australia does.

We're an energetic lot, and we tend not to do anything by halves. When we're getting a cab, we're generally going somewhere that matters and we're purposeful about it.

As the professional cab company dedicated to the craft of cabbings, 13cabs matches this energetic, all-in attitude.

3.0

TONE
OF VOICE

INTRODUCING TONE OF VOICE

13cabs speaks like any Aussie you'd actually want to talk to: Clued-in, confident, self-aware – with just the right amount of wit.

We're a little street smart, a little worldly. We get how people tick.

MANIFESTROLL

When you’ve driven to every corner of this great big country,
you learn a thing or two about how Australia rolls.

And boy, can Australia roll.

To barbies with besties.

To parties for the big one.

For midnight munchies.

With mates.

On dates.

Early. Late

With the kids in tow, the oldies in tow.

With the doggo.

And when Australia rolls, there’s only one company
that can roll with it.

Because at 13cabs, we’ve got something the others don’t.

Commitment.

When we say we’ll show up. We. Show. Up.

And we show up in style.

Sharp. With a smile.

With that special something the others don’t have.

Like, the knowledge.

The goss.

A cracker of a joke you’re gonna steal.

With a booster seat.

With a bowl for old mate.

A fleet 11,000 strong.

Because everything we do is driven by the fact that
we are Australia’s professionals.

Not side hustlers. Drivers.

This is our life. Our passion.

And part-timers need not apply.

We are 13cabs.

And This Is How We Roll.

THIS IS HOW WE ROLL

No country rolls quite like Australia does.

And no other company is as dedicated to rolling with us, with a commitment to professionalism and better service that shows up in everything we do.

We’re 13cabs and This is How We Roll.

We Roll Australian

We’ve been driving Australia forward for decades.

We know the backstreets, the slang, the shortcuts. We’re built for this place and its people. And we’re proud to keep it rolling.

We Roll Motivated

We’re driven to be better, every time.

No shortcuts. No cruise control. Just excellent service that raises the bar with every journey.

We Roll People First

Our drivers, passengers and communities are at the heart of everything we do.

We roll with personality, wit and cultural fluency – always honouring the human behind the ride.

We Roll Confidently

We don’t shout – we show up.

Backed by decades of experience, we let our service do the talking.

We Roll Clued In

This isn’t our first rodeo. We know these roads and its people like the back of our hands.

We’ve got the smarts, the insight and the instinct that others don’t.

We Roll Self-Aware

We know who we are and what we’re not.

We don’t overpromise, but we aim to overdeliver.

Writing Tips

Keep it punchy. Use full stops. No commas, between punchy phrases. e.g. People. Not Chatbots.

Keep the language rhythmic and playful. Use rhyming, repetition and alliteration. e.g. *Maxi vans for luggage fans.* e.g. *Midnight munchie stops.* e.g. *Wheels for your wheels.*

Say “13cabs drivers” – not “our drivers.” They’re contractors, not employees.

No f***ing swearing. No try-hard slang, homie.

Stay smart, sharp and timeless.

Tone Do’s & Don’ts

Confident. Not cocky.

Self-aware. Not self-important.

Professional. Not pretentious.

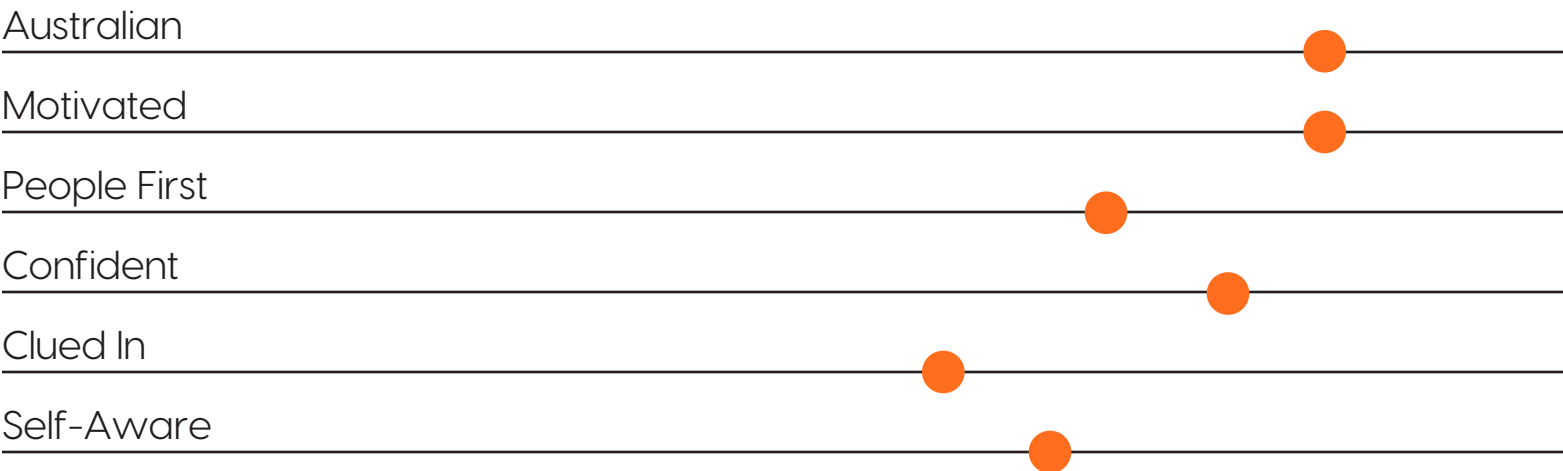
Human. Not robotic.

Clever. Not try-hard.

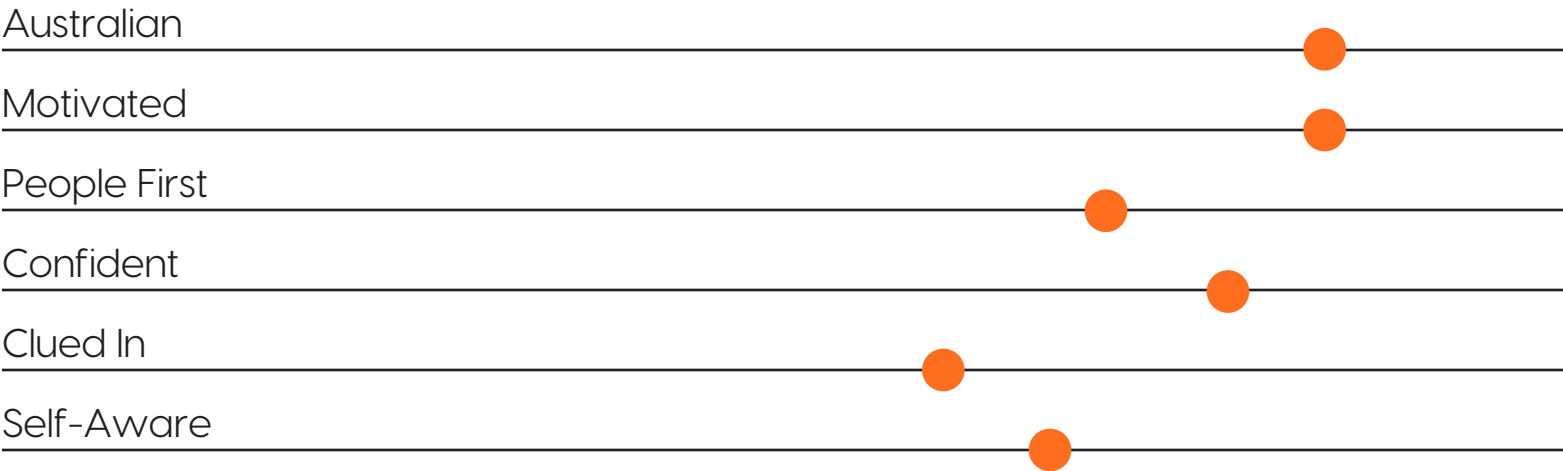
“The quick brown fox jumped over the lazy dog” Becomes: “Freddy the Fox got the job done. No fuss. No detours.”

HOW WE ROLL BY CONTEXT

Press & OOH



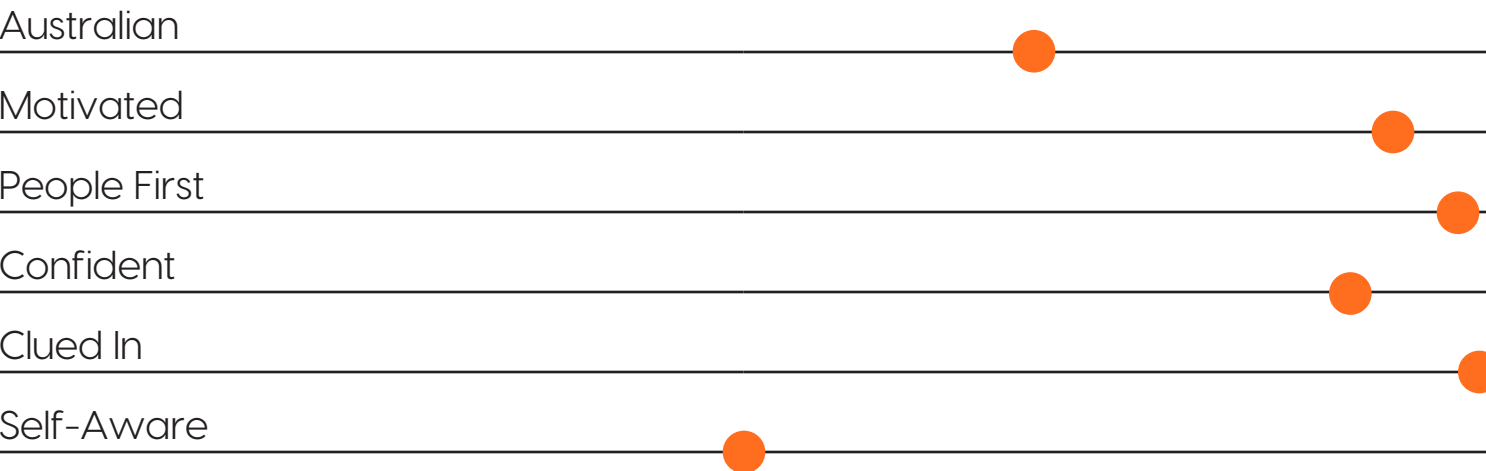
Internal Comms & Driver Engagement



Social Media



Customer Support



Website



Film



Examples

Social Media Caption

“Ghosting isn’t our style. Customer Care work hard behind the scenes to get things back on track.”

Press

“For almost 50 years, 13cabs has driven Australia forward. Today, we’re investing in cleaner vehicles, better tech and faster service. This Is How We Roll.”

4.0

LOGOS

OVERVIEW

Our Logo

The 13cabs logo serves as the central pillar of our brand identity, encapsulating everything the brand stands for in a singular, powerful visual element. It is designed to be the most recognisable and memorable representation of our brand, embodying our values, mission, and the essence of what we offer to our audience.

13cabs

MONOCHROME

The black and white logo may be applied to any solid coloured background as long as visual integrity is maintained.



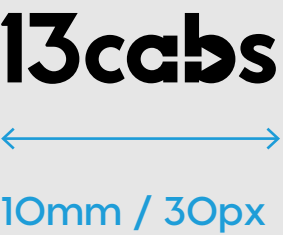
GUIDANCE

Clear Space

The clear space area corresponds to 50% of X the height of the 13cabs logo. No other typography, text, graphic and/or photographic element may overlap the 13cabs logo.




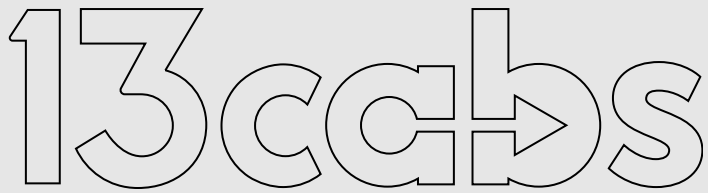





Minimum size

The 13cabs logo should appear no smaller than 10 millimetres or 30 pixels wide. In special cases, provided that the legibility and integrity of the 13cabs logo are retained, the rule on minimum size might not be applied, with the prior consent of the 13cabs brand team.



GUIDANCE

The visual integrity of the 13cabs Logos must be maintained at all times. To the right are examples of what not to do when using the 13cabs logo.

<div></div> <div>Do not try to make your own version of the logo</div>	<div></div> <div>Do not apply effects to the logo</div>	<div></div> <div>Do not rotate the logo</div>
<div></div> <div>Do not use an outlined version of the logo</div>	<div></div> <div>Do not change the scale of the logo elements</div>	<div></div> <div>Do not change the colour of the logo</div>
<div></div> <div>Do not move elements of the logo</div>	<div></div> <div>Do not stretch the logo</div>	<div></div> <div>Do not remove elements of the logo</div>

CO-BRANDED LOGOS

Co-Branded Logo Development

When developing co-branded logos using the 13cabs logo it is important to always retain brand dominance. As a result all co-branded logos are to be displayed to the right of the 13cabs logo.

The space between the 13cabs logo, the dividing line, and the co-brand logo is indicated by the measurement of “c” from the 13cabs logo.

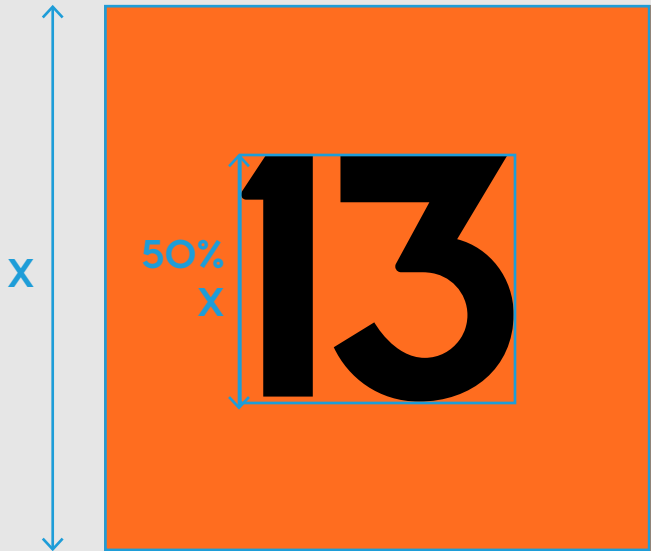
Dividing Line

In all cases it should remain a thin ‘hairline’.
In a standard A4 format this should be between 0.2pt and 0.5pt.



13 ICON

13 Icon size = 50% of X box height/diameter.
These icons are used on Instagram, LinkedIn,
App Store and Google Play profile pictures.



QR CODE

This is the official QR code to the download the 13cabs app.
It links to both the App Store and Google Play.

DO NOT create your own QR codes.

DO NOT make the width of the QR code any smaller
than 22mm or 85 pixels.



5.0

COLOURS

PRIMARY COLOURS

Our colour palette is used to create a distinctive look and feel across all external communications. The 13cabs colour palette consists of three primary colours: 13cabs orange, black, and white. All print and digital values, including Pantone®, CMYK, RGB and Hex must not be altered.

13cabs Orange

Pantone 171C
R255 G109 B31
CO M76 Y100 KO
HEX FF6D1F

13cabs Black

Pantone Black C
RO GO BO
CO MO YO K100
HEX 000000

13cabs White







R255 G255 B255
CO MO YO KO
HEX FFFFFFFF

ACCESSIBILITY COLOURS

Recommended accessible text colours

The colours to the right show our recommended, accessible text colours for each of our background colours.

DO NOT use the failed combinations.

<div></div> <div><p>AAA</p><p>Ratio: 7.27:1</p><p>SMALL sample text: 14pt</p><p>LARGE sample text: 18pt</p></div>	<div></div> <div><p>AAA</p><p>Ratio: 7.46:1</p><p>SMALL sample text: 14pt</p><p>LARGE sample text: 18pt</p></div>	<div></div> <div><p>AAA</p><p>Ratio: 21.00:1</p><p>SMALL sample text: 14pt</p><p>LARGE sample text: 18pt</p></div>
<div></div> <div><p>A</p><p>Ratio: 2.89:1</p><p>SMALL sample text: 14pt</p><p>LARGE sample text: 18pt</p></div>	<div></div> <div><p>AAA</p><p>Ratio: 21.00:1</p><p>SMALL sample text: 14pt</p><p>LARGE sample text: 18pt</p></div>	<div></div> <div><p>AAA</p><p>Ratio: 3.04:1</p><p>SMALL sample text: 14pt</p><p>LARGE sample text: 18pt</p></div>

6.0

TYPOGRAPHY

DISPLAY FONT

Bold Presence for a Bold Brand

Marsden Compact Heavy (MCH) has been selected as the primary display font for 13cabs to reflect the brand’s confident, modern, and highly visible character. As Australia’s leading taxi network, 13cabs requires a typeface that communicates strength, clarity, and immediacy – qualities that MCH embodies through its condensed proportions and heavy weight.

Optimised for Impact and Legibility

This fonts tight letter spacing and bold structure make it highly legible at a distance, perfect for high-visibility applications such as vehicle decals, app interfaces, promotional signage, and digital advertising. The sharp edges and no-nonsense design ensure that the messaging cuts through urban noise and clutter.

Usage

As MCH is a display font it should only be used for headings.

Leading

Leading should be set at 80% of the type size.

Kerning

Tracking is set to zero.

HELLO,
I’M MARSDEN
COMPACT HEAVY.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@!#\$%^&*(){}:;

SUB HEAD AND BODY FONT

Modern Simplicity with Human Warmth

Visby CF has been chosen as the primary typeface for sub-headings and body copy to support the strong visual identity of 13cabs. While MCH delivers boldness and impact, Visby CF brings clarity, approachability, and a modern sense of friendliness – essential for maintaining a balanced tone across brand communications.

Highly legible at all sizes Visby CF is available in multiple weights (Extra Bold, Demi Bold, Regular), Visby CF is optimised for readability across print formats and digital ooh.

Subheads

Extra Bold and Demi Bold

Kerning: Opt

Leading: 1:1

Body

Regular

Kerning: Opt

Leading: Auto

Hello,
I’m Visby CF.

Extra Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789@!#\$%^&*(){};:

Demi Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789@!#\$%^&*(){};:

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789@!#\$%^&*(){};:

WEB SAFE TYPEFACE

For online applications where our main fonts can't be used we default to Oswald for headlines and Poppins for subheads and body copy.

Widely available from Google Poppins is a great alternative to Visby when it is unavailable.

To get a copy of Oswald or Poppins click below:

[Oswald](#)

[Poppins](#)

HELLO,
I'M OSWALD.

Hello,
I'm Poppins.

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@!#\$%^&*(){};:

Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789@!#\$%^&*(){};:

Demi Bold
AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789@!#\$%^&*(){};:

Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789@!#\$%^&*(){};:

7.0

IMAGERY

PHOTOGRAPHER

Our photography will show how we roll, not just what we drive. Move away from static product shots. No deep-etched cars. No dull backdrops. Show the humans. Drivers, passengers, real-life scenarios. When cabs are shown, place them in-situ or in interesting situations. E.g. Not just a Maxi Taxi. A Maxi packed with luggage. With people piling in.

Visual Style

Cinematic + Flash-lit: High contrast lighting, often with a direct flash or natural dusk/night light to give imagery a gritty-glam and retro edge.

Candid but Composed: Subjects will be shot ‘plandidly’ with stylised control.

Street-Level POV: Low angles, unusual crops, in-car reflections and urban backdrops to create intimacy and immersion.

Real Characters, Big Energy: Diverse Australian casting with a focus on personality over perfection. Whether it’s a glam club-goer, a stylish senior or someone in a mobility device, every subject is treated with cool, confident reverence.

Cabs as Icons: 13cabs are more than just vehicle – they’re backdrops, props, and cultural anchors that add identity and visual punch.

Drivers With Personality: We’ll showcase our unique and diverse drivers, shooting them with empathy and personality.



STOCK

In the instances where our own photography isn’t suitable, below are a list of search terms that can be used to find stock photography.

Cinematic + Flash-lit:

- Direct flash street photography
- Retro night city portraits
- Cinematic lighting urban
- Low light flash portrait
- Gritty nightlife photography

Look for: urban/nighttime settings, dramatic shadows, strong flash.

Candid but Composed:

- Real life documentary portrait
- Editorial lifestyle unposed
- Plandid fashion street style
- Stylised candid street

Look for: subjects mid-action (laughing, talking, fixing clothes), visually interesting but believable compositions.

Street-Level POV:

- Street-level perspective
- Low-angle urban photography
- POV street city life
- In-car view at night
- Window reflections night city

Look for: cab windows, city lights, low angles, close proximity to subjects.

Real Characters, Big Energy:

- Expressive senior portrait
- Expressive senior portrait
- Club kids Australia

- Diverse candid portraits
- Subculture style photography
- Mobility device urban portrait

Look for: believable characters with confidence, real texture to their styling, people with disabilities shot respectfully and naturally, seniors with edge.

Cabs as Icons:

- Taxi backseat perspective
- Taxi portrait Australia
- Cab interior neon light
- Urban taxi aesthetic
- Side view mirror of car

Avoid any full vehicle shots that aren’t 13cabs branded. Only use stock where vehicle is unrecognisable.

Drivers With Personality:

- Cab driver lifestyle
- Driver night shift portrait

Avoid any recognisable drivers not wearing 13cabs uniform. Shots like close-ups of hands on the steering wheel are permitted from stock.

Other useful stock imagery terms:

- **Locations:** Australia, Sydney street, Melbourne city, suburban Australia
- **Setting:** in car, back of car, taxi ride, looking through car
- **Style:** film look, flash, cinematic, editorial, close up, portrait, fashion
- **Emotion:** happy, laughing



A.I. USE

Smart. Responsible. And human-first.

We use A.I. to help us move faster and think bigger. But never to replace common sense, craft or care. These principles make sure we stay ethical, fair, and on-brand while using it.

Ethical Use

Data privacy

We follow the rules – and our values. Any use of A.I. must comply with relevant data privacy laws and our internal privacy standards.

Bias avoidance

A.I. isn’t neutral. Every prompt, dataset or model comes with potential bias. Stay alert to this. If you’re using A.I. in any process, take steps to ensure outcomes are fair, inclusive and representative.

Content Creation

A.I.’s role

A.I. can help spark ideas, structure thinking, and even get words on the page – but it’s just a tool. Not the writer. Use it to assist, not to replace.

Human oversight

Every word that goes out the door should still feel like us. Human editors must always review and refine A.I.-assisted content to make sure it sounds right, says the right thing, and lives up to the brand. No auto-publishing. No unchecked copy.

Visual Identity

A.I. can be used to mock things up internally. Think early-stage concepts, layout options or visual inspiration.

When it comes to public-facing design, A.I.-generated images are a no-go. Everything we share externally must be crafted or approved by a human Designer or Art Director. That’s how we protect the quality, consistency, and creativity of our brand. It keeps us rolling honestly and authentically.

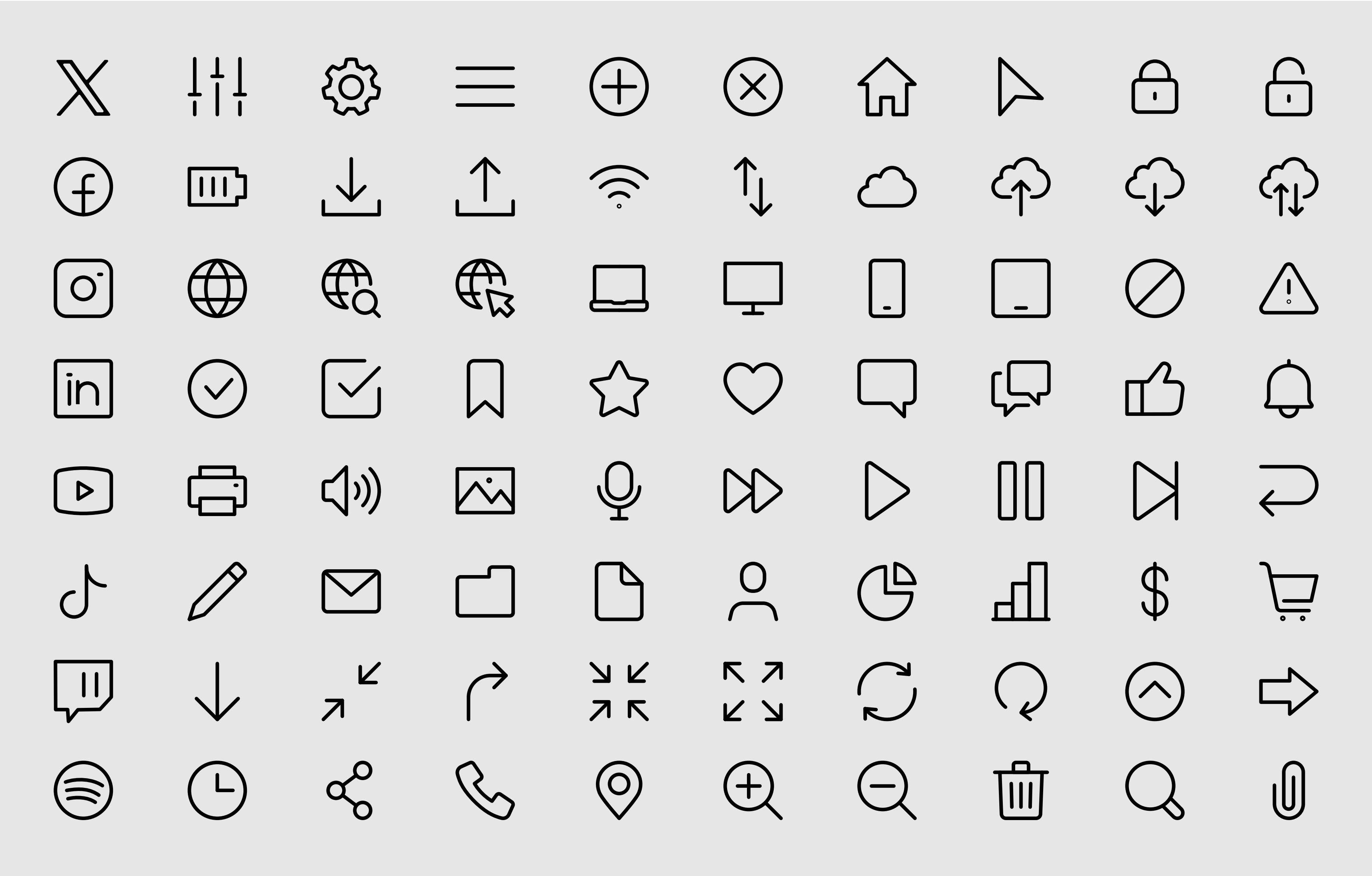
8.0

ICONOGRAPHY

ICONS

Icons are visual identifiers that easily communicate common actions and ideas. When used in the right context, a well-crafted icon can be as simple as an image of a phone, computer screen, or an encircled number. Icons can also be used as visual metaphors, such as a thumbs-up, a pencil, or a lock.

We use a consistent and uniform selection of icons across digital, mobile, and print collateral to enhance the user experience, clarify our message, and limit the need for long copy.



9.0

COMPOSITION

GRIDS AND FORMATS

Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of 13cabs design. The following underlying grids should be used for all communications.

Margins

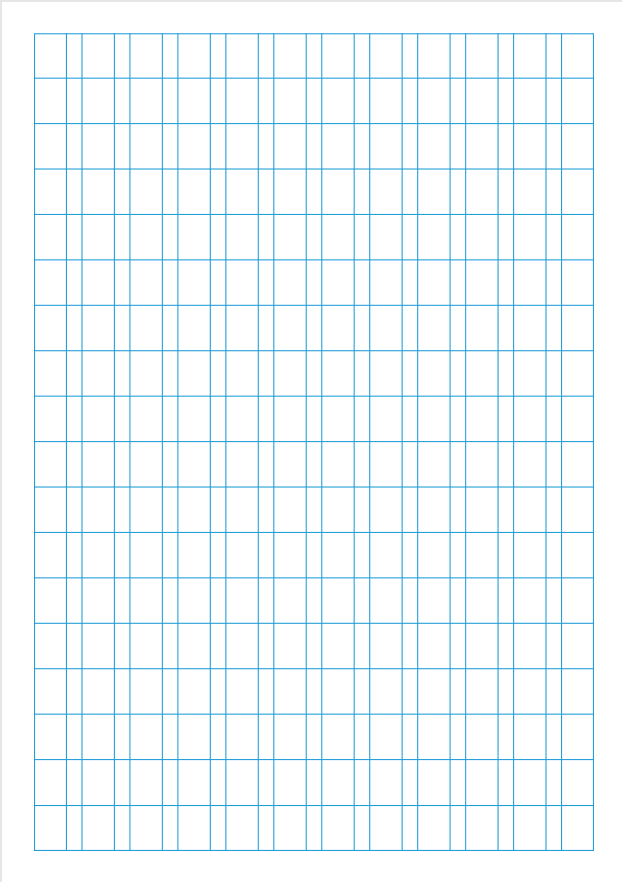
In most applications, the margin should be equal on all four sides. Printed double-page spreads are an exception where extra margin space is needed in the middle of the document to ensure good readability. Consistent margins are part of the 13cabs brand.

In-house printers for documents such as stationery may need slightly larger margins.

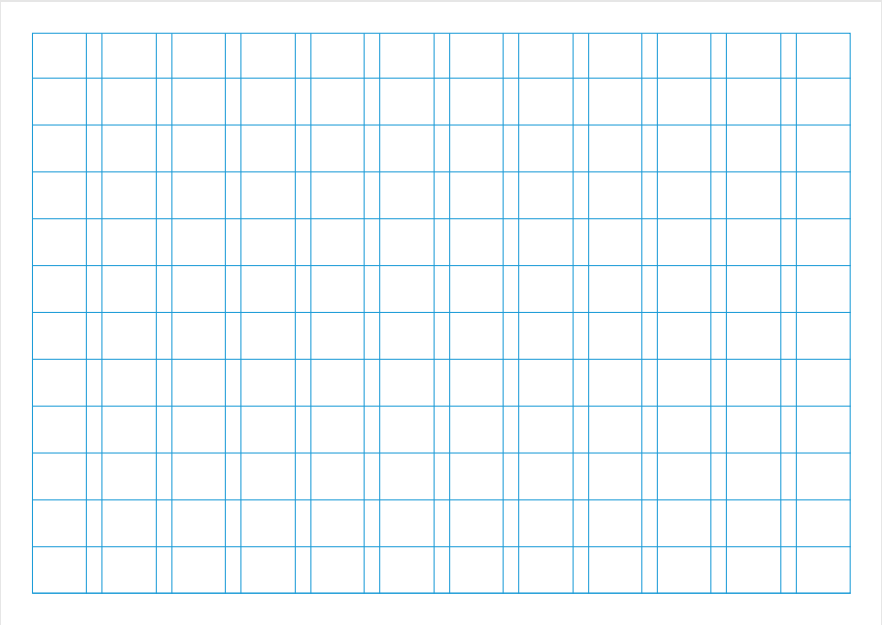
Columns/Column gutter

For each page, create a 12 column grid. A 12 column grid is good as it can be divided by 2, 3 and 4.

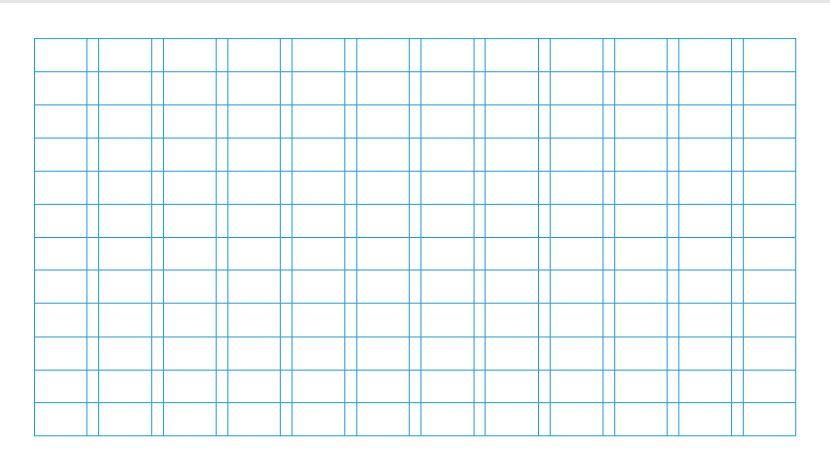
The column gutter is the space between columns. The gutter should be 50% of the document margin.



Portrait (A4)



Landscape (A4)



16:9 (1920px x 1080px)

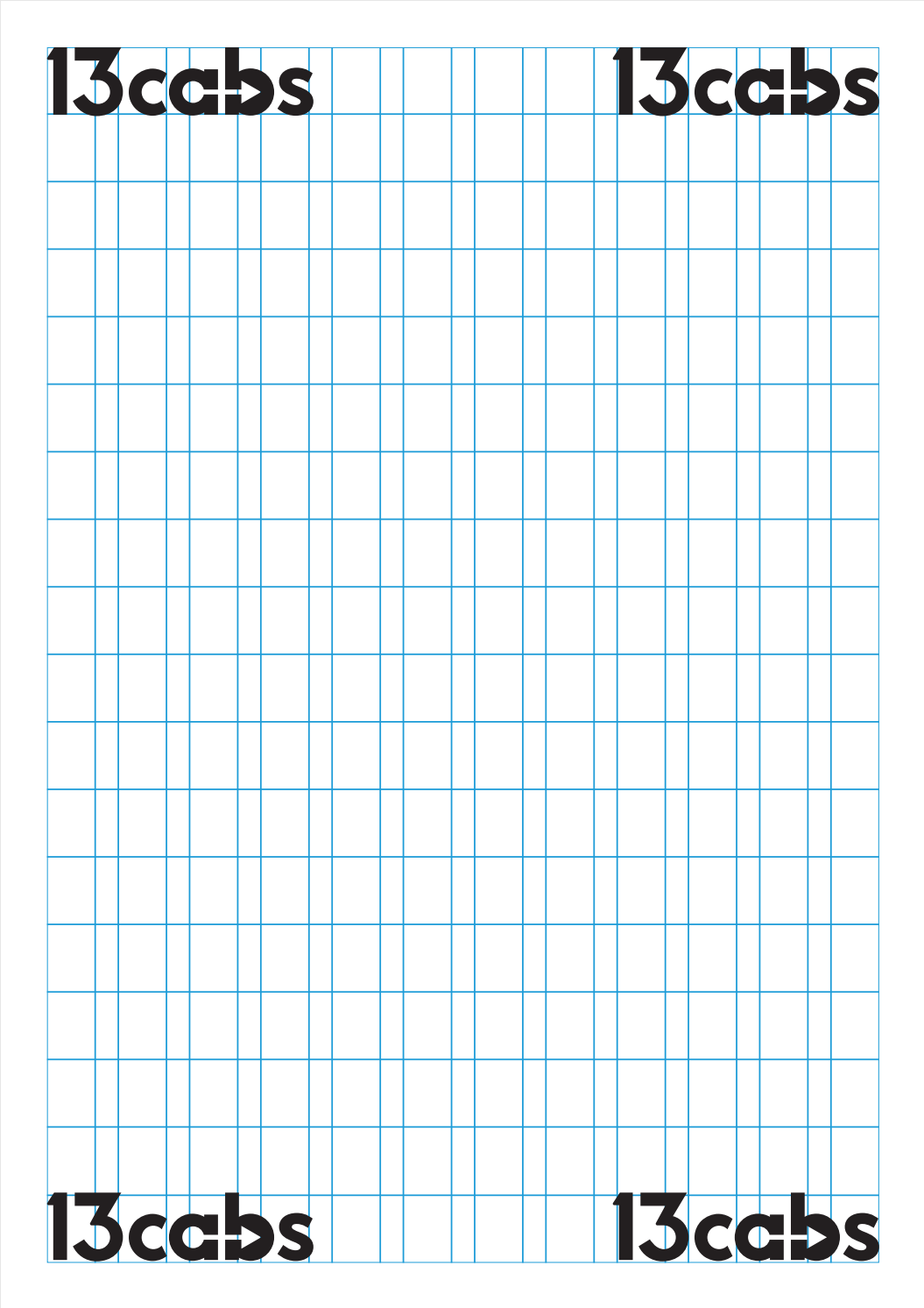
LOGO PLACEMENT

Portrait Layout

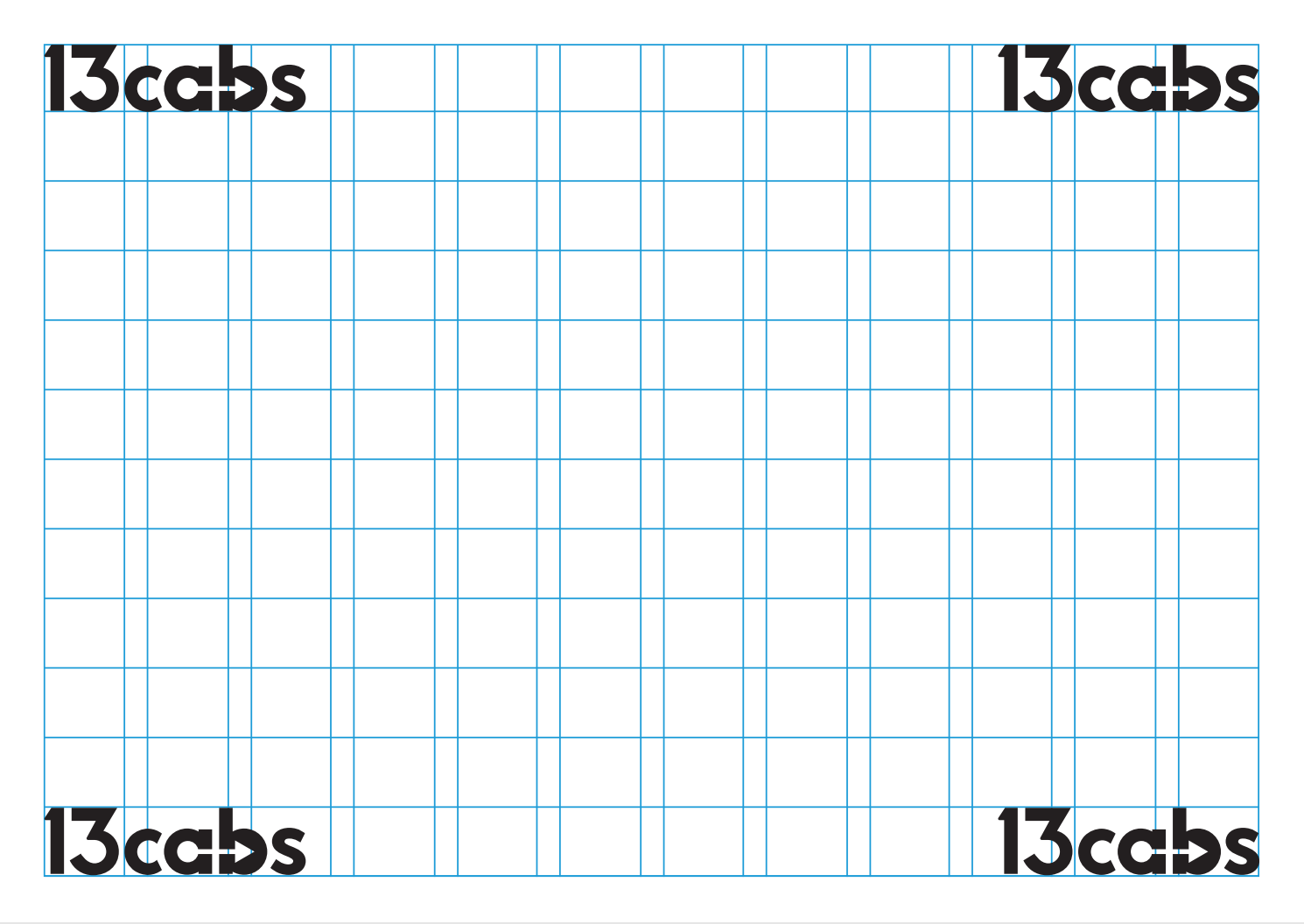
In a vertical format, the logo can be positioned at the top or bottom corners of the layout. The choice between the left or right side depends on the visual balance with other elements such as text and images.

Landscape Layout

In a horizontal format, the logo placement follows a similar principle. The top or bottom corners can be utilised to ensure the logo is prominent but not overpowering.



Portrait (A4)



Landscape (A4)

PORTRAIT GRID SETUP

- Margins**

M = 5% the width of the document
- Columns**

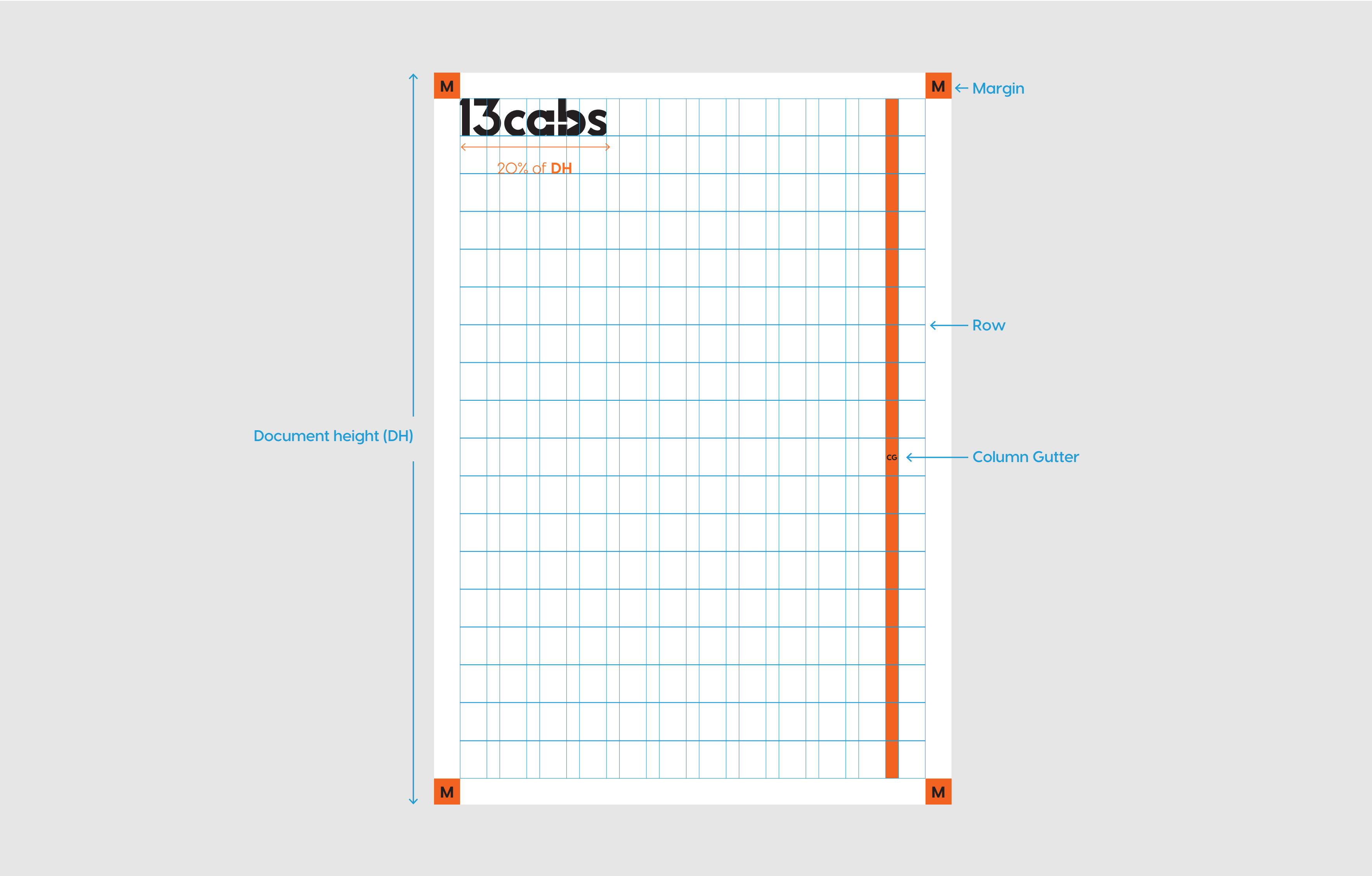
12 columns

Column Gutter (**CG**) = 50% of M
- Logo**

To determine the size of the logo:
Logo width = 20% of the document height (**DH**)
- Rows**

18 rows
- Background Colour**

13cabs black and ornage



LANDSCAPE GRID SETUP

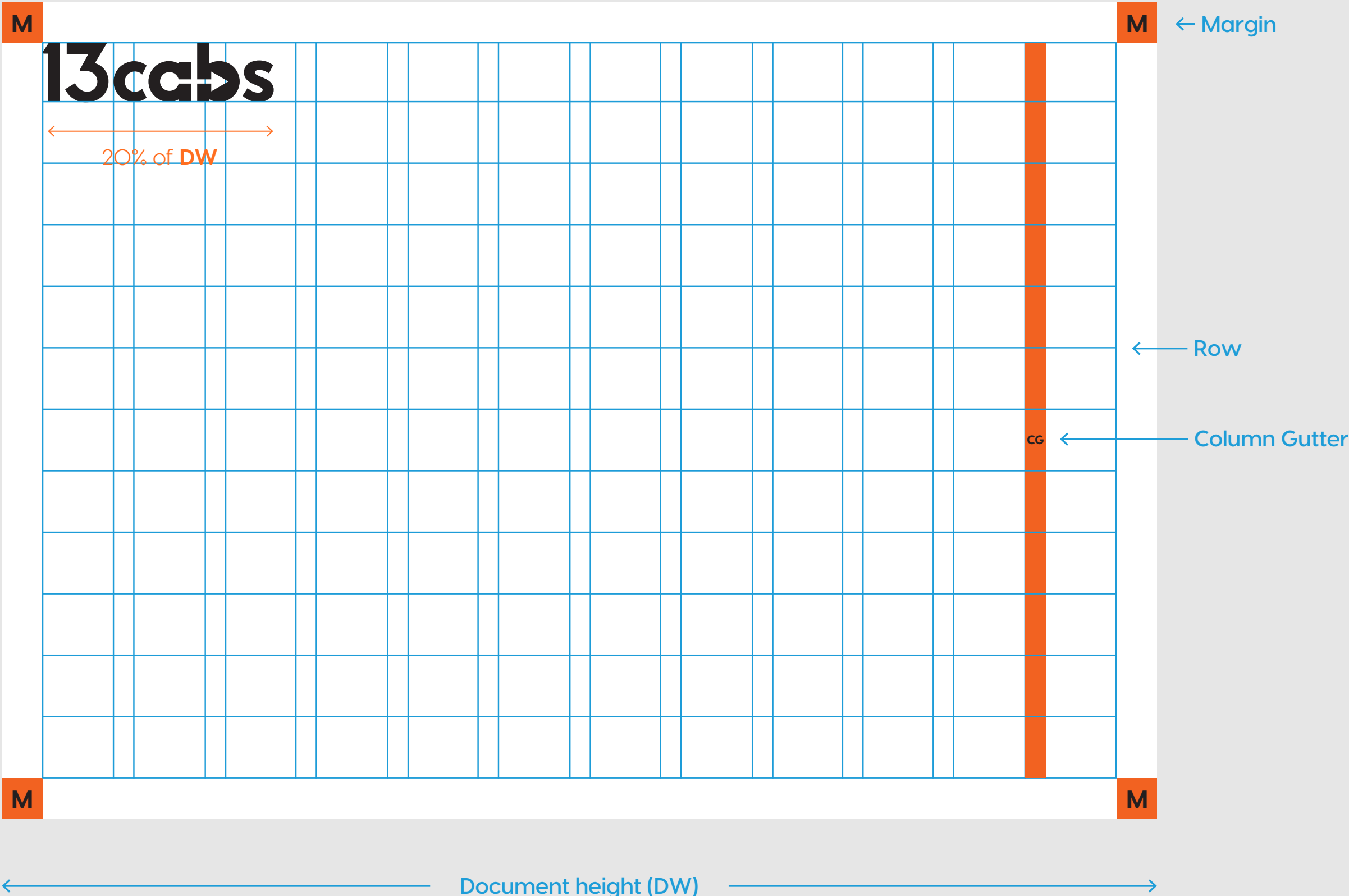
Margins
M = 5% the height of the document

Columns
12 columns
Column Gutter (CG) = 50% of M

Logo
To determine the size of the logo:
Logo width = 20% of the document height (DW)

Rows
12 rows

Background Colour
13cabs black and ornage



EXTREME LANDSCAPE SETUP

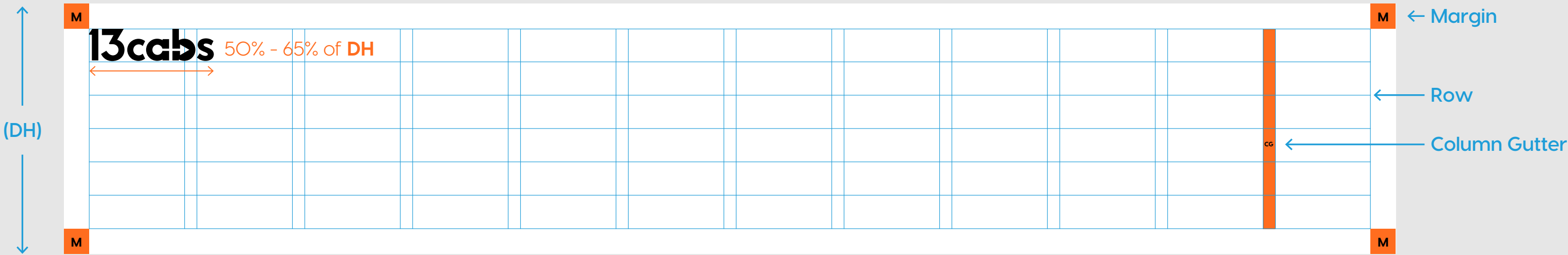
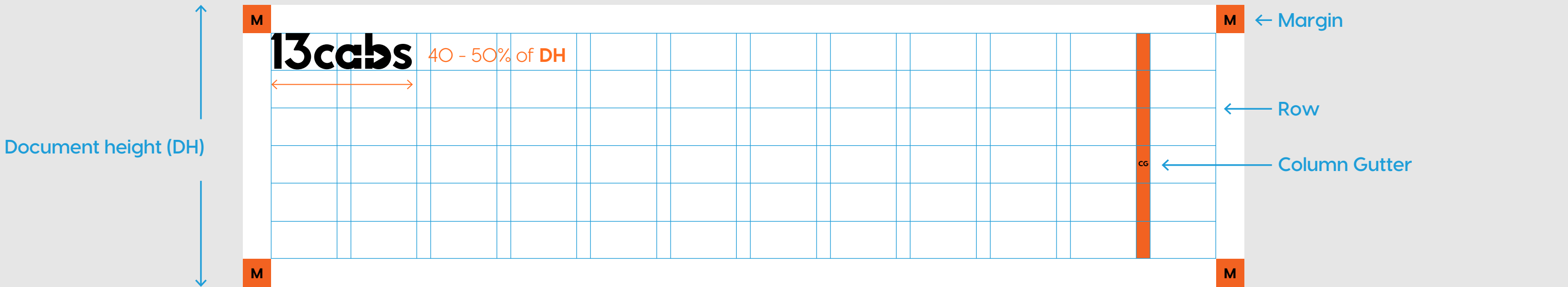
Margins
M = 7.5% - 10% the height of the document

Columns
12 columns
Column Gutter (**CG**) = 50% of M

Logo
Depends on the width the document...
Logo width = 40% - 50% of the document height (**DH**)
Logo width = 50% - 65% of the document height (**DH**)

Rows
6 rows

Background Colour
13cabs black and ornage



16:9 SETUP

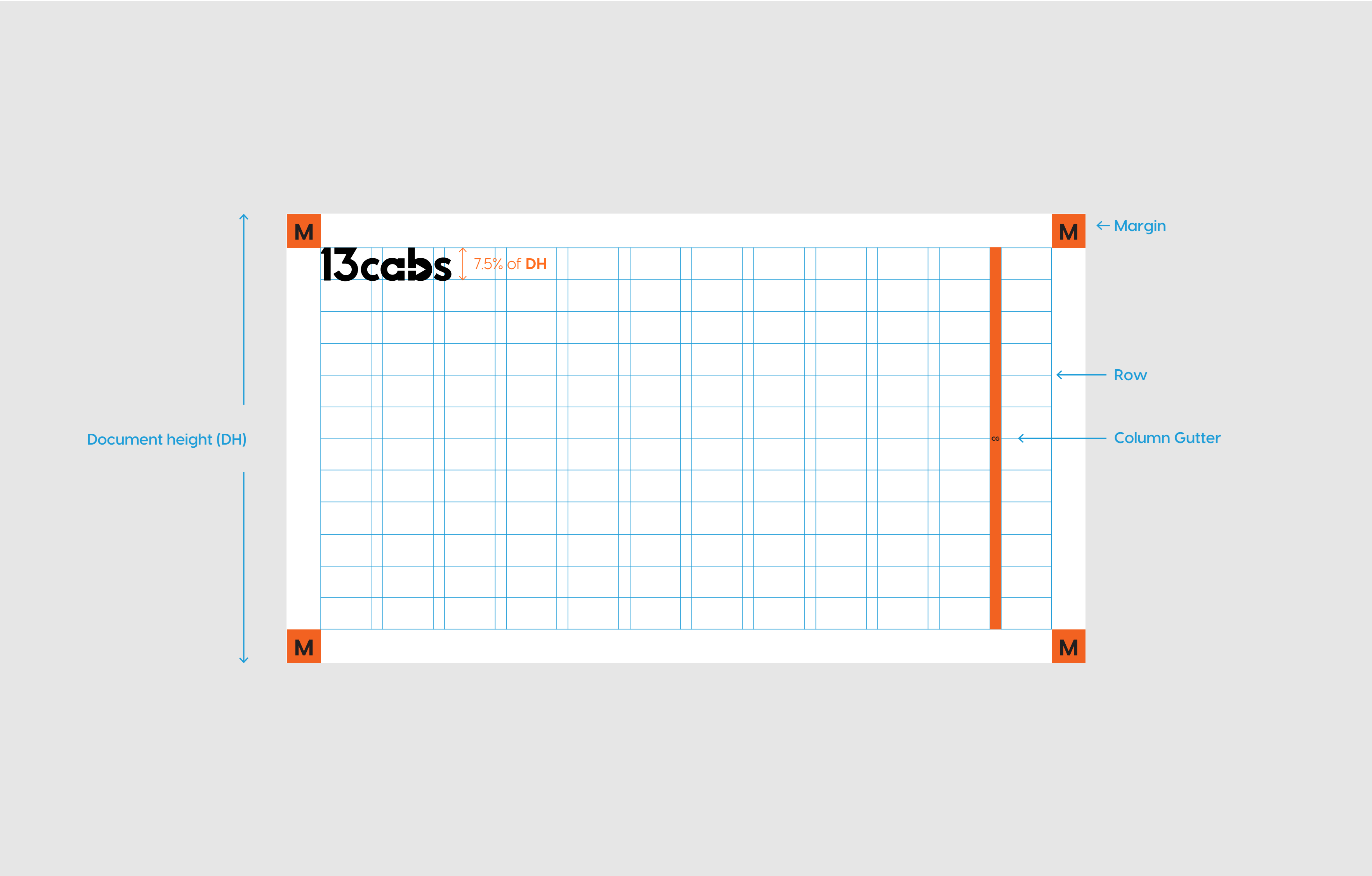
Margins
M = 7.5% the height of the document

Columns
12 columns
Column Gutter (**CG**) = 50% of M

Logo
To determine the size of the logo:
Logo height = 7.5% of the document height (**DH**)

Rows
12 rows

Background Colour
13cabs black and ornage



HEADLINE PUNCTUATION

To maintain the legibility of Marsden Compact, adherence to specific punctuation rules is essential.

When right-aligning text, it's crucial to ensure that punctuation is aligned with the text edge. This alignment creates a clean and professional appearance, enhancing readability and visual appeal.

Additionally, certain characters, such as commas, may interfere with the line below, leading to visual clutter and reduced clarity. To address this, it's important to adjust the baseline shift, allowing enough space for these characters to sit comfortably without disrupting the text flow.

HEAD.
LINE.
HEADLINE.

HEAD.
LINE.
HEADLINE.

When right aligning text ensure punctuation aligns.

HEADLINE,
HEADLINES

Commas will crash into the line below

HEADLINE,
HEADLINES

Ensure you increase the Baseline shift
so characters like commas don't crash into
the line below.

TABWTR SUB HEAD SETUP

Subhead

When setting up the ‘There’s a better way to roll.’ (TABWTR) subhead, ensure that its size is 32% of the headline’s point size. The leading, or line spacing, should be equal to the subhead’s size to maintain visual harmony and readability.

Position the subhead at least 1 row away from the headline and a maximum of 2 rows. The exception to this rule is layouts with long headlines, bottom-aligning the TABWTR with the 13cabs logo improves composition. The 16x9 landscape example on the right illustrates this.

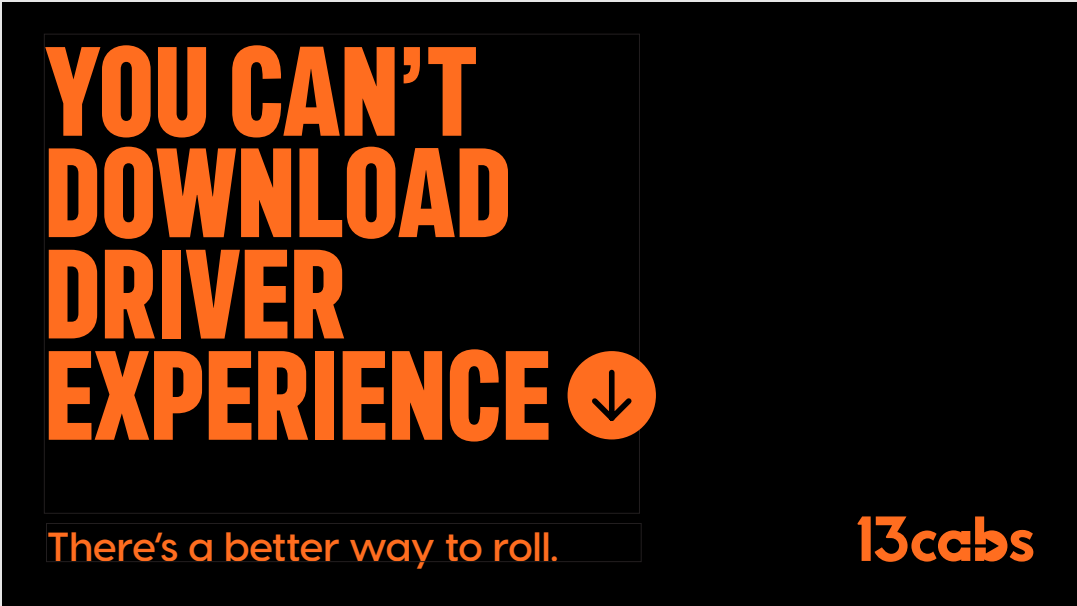
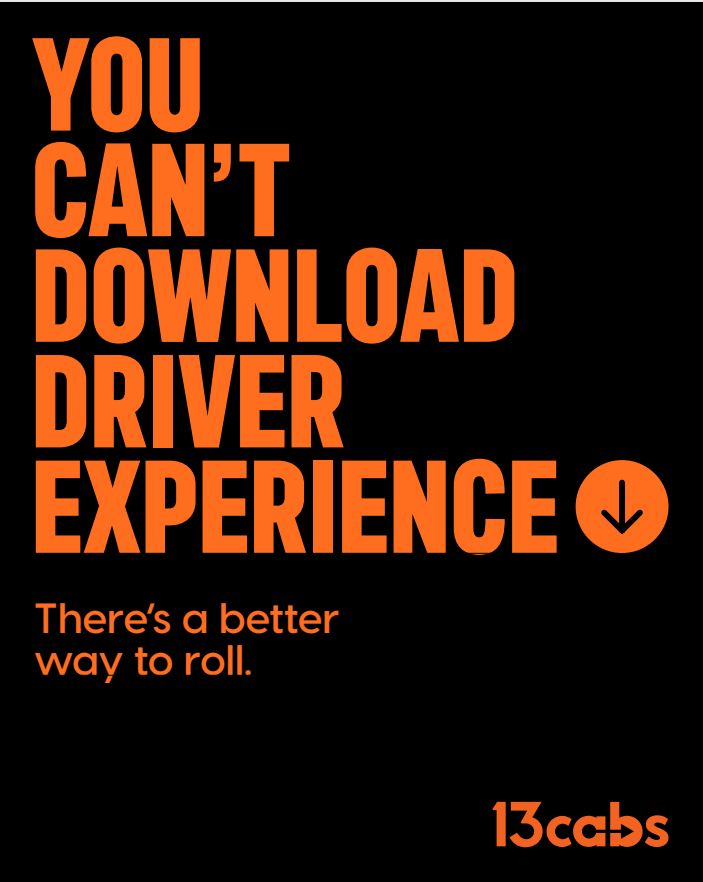
HEAD.
LINE.
HEADLINE.

There’s a better way to roll.

↑
Subhead is 32% of the headline’s point size.

Subhead leading equals to its size.

1 row minimum
2 rows maximum



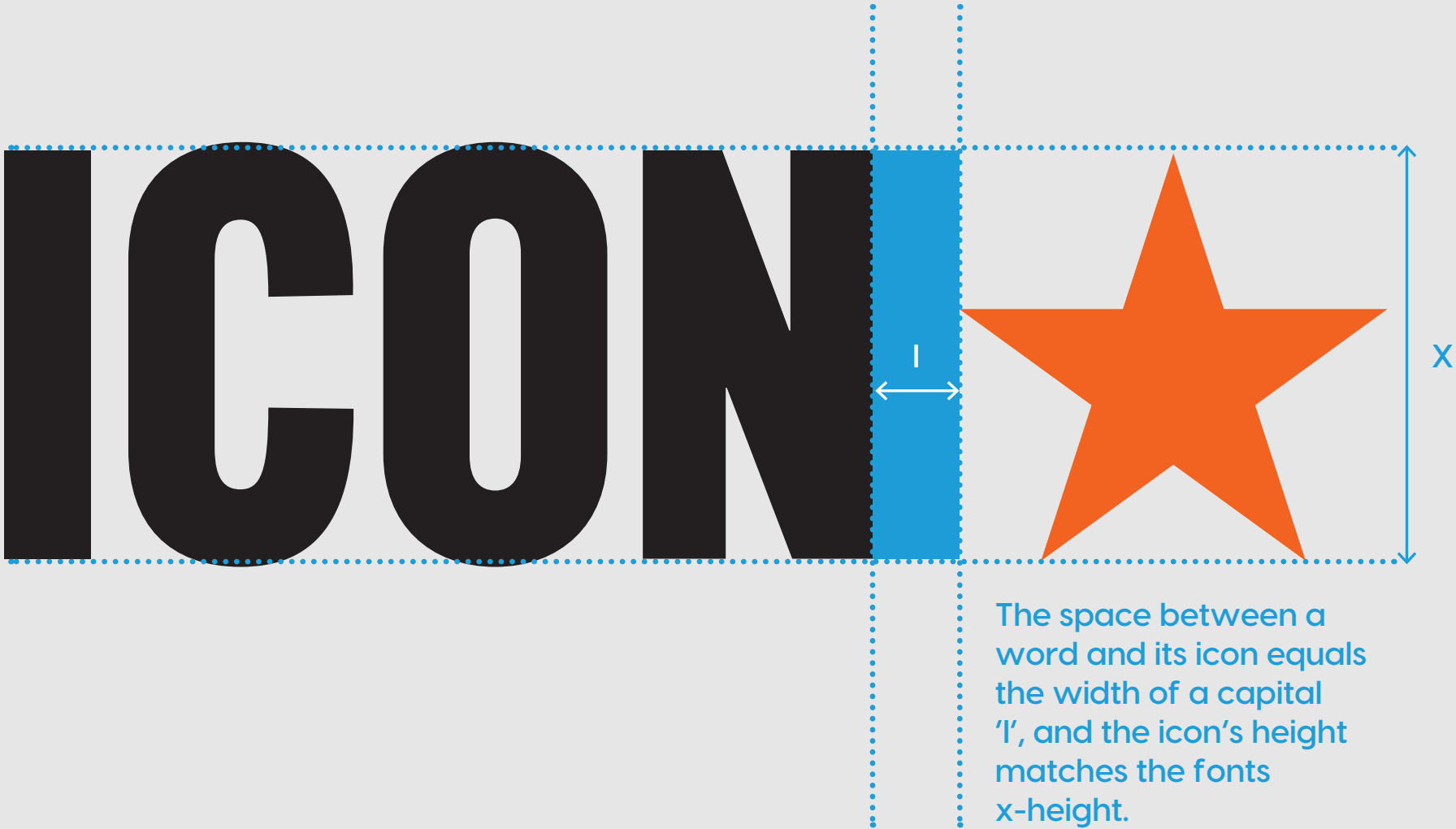
Exception to the two row maximum.

ICON IN HEADLINE SETUP

Icon

When placing an icon within or at the end of a headline, it's essential to consider the spacing around it to maintain visual consistency and clarity. The space between a word or letter on either side of the icon should equal the width of a capital 'I' in Marsden Compact Heavy font. This ensures that the text and icon do not appear cramped and have adequate breathing space.

Additionally, the icon's height should match the font's x-height, aligning it visually with the text's core, enhancing overall coherence in the design.



PORTRAIT CONSOLIDATION

When a headline intersects with an image, it's essential to align the crossbar of a letter, such as 'H', with the image's crop to maintain visual harmony and focus. This alignment ensures that the text does not disrupt the overall composition of the image and remains aesthetically pleasing.

In the case of dark images, legibility can become a challenge. To address this, applying a white gradient behind the headline can significantly enhance the text's readability. The gradient creates a subtle contrast between the text and the background, ensuring that the headline stands out clearly without overwhelming the image itself.

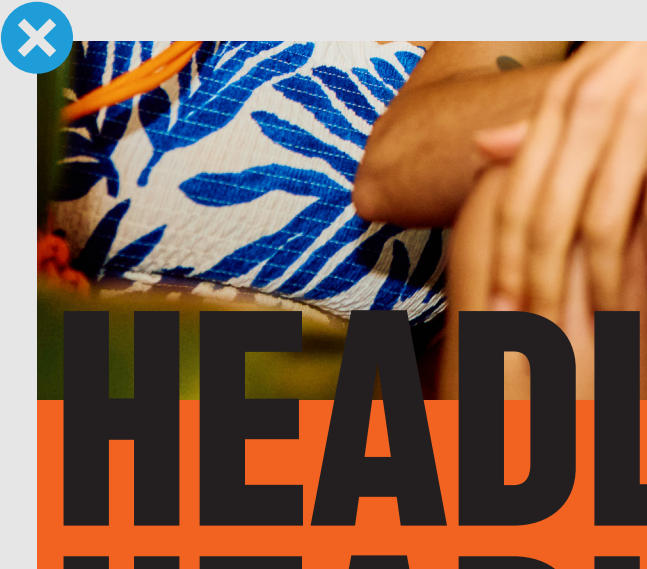
The white gradient should **NEVER** exceed 75% transparency.



← When the headline intersects the image, ensure the crossbar of a letter, like 'H', aligns with the image's crop.



← This is an example of **INCORRECT** headline setup.



Without gradient



With gradient

← For dark images, use a white gradient behind the headline to enhance legibility. The white gradient should **NEVER** exceed 75% transparency.

LANDSCAPE CONSOLIDATION

When a headline intersects with an image, it's essential to align the stem of a letter, such as 'l', with the image's crop to maintain visual harmony and focus. This alignment ensures that the text does not disrupt the overall composition of the image and remains aesthetically pleasing.

In the case of dark images, legibility can become a challenge. To address this, applying a white gradient behind the headline can significantly enhance the text's readability. The gradient creates a subtle contrast between the text and the background, ensuring that the headline stands out clearly without overwhelming the image itself.

The white gradient should **NEVER** exceed 75% transparency.



← When the headline intersects the image, ensure the stem of a letter, like 'l', aligns with the image's crop.



← This is an example of **INCORRECT** headline setup.



Without gradient



With gradient

← For dark images, use a white gradient behind the headline to enhance legibility. The white gradient should **NEVER** exceed 75% transparency.

LAYOUT EXAMPLES

To the right are examples of the 13cabs brand layout. This section is continually updated as we develop and refine the brand.

YOU
CAN'T
DOWNLOAD
DRIVER
EXPERIENCE

↓

There's a better way to roll.

13cabs

YOU CAN'T DOWNLOAD
DRIVER EXPERIENCE

↓

There's a better way to roll.

13cabs

YOU CAN'T
DOWNLOAD
DRIVER
EXPERIENCE

↓


There's a better way to roll.

13cabs

PROS.
NOT SIDE
HUSTLERS.

13cabs

SWAN TAXIS



THIS IS HOW
WE ROLL.

GET THE APP

RELIABLE.
NOT ROULETTE.

13cabs



THIS IS HOW
WE ROLL.

GET THE APP

10.0

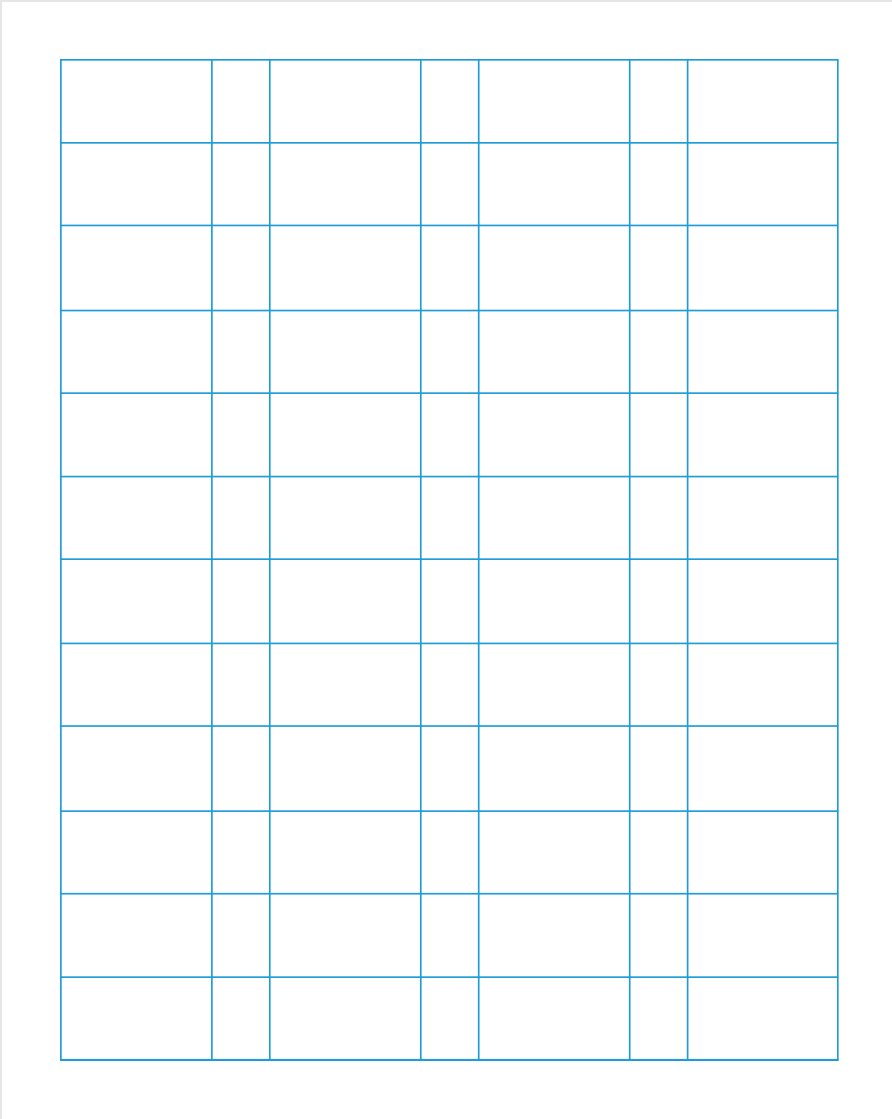
SOCIAL MEDIA

GRIDS AND FORMATS

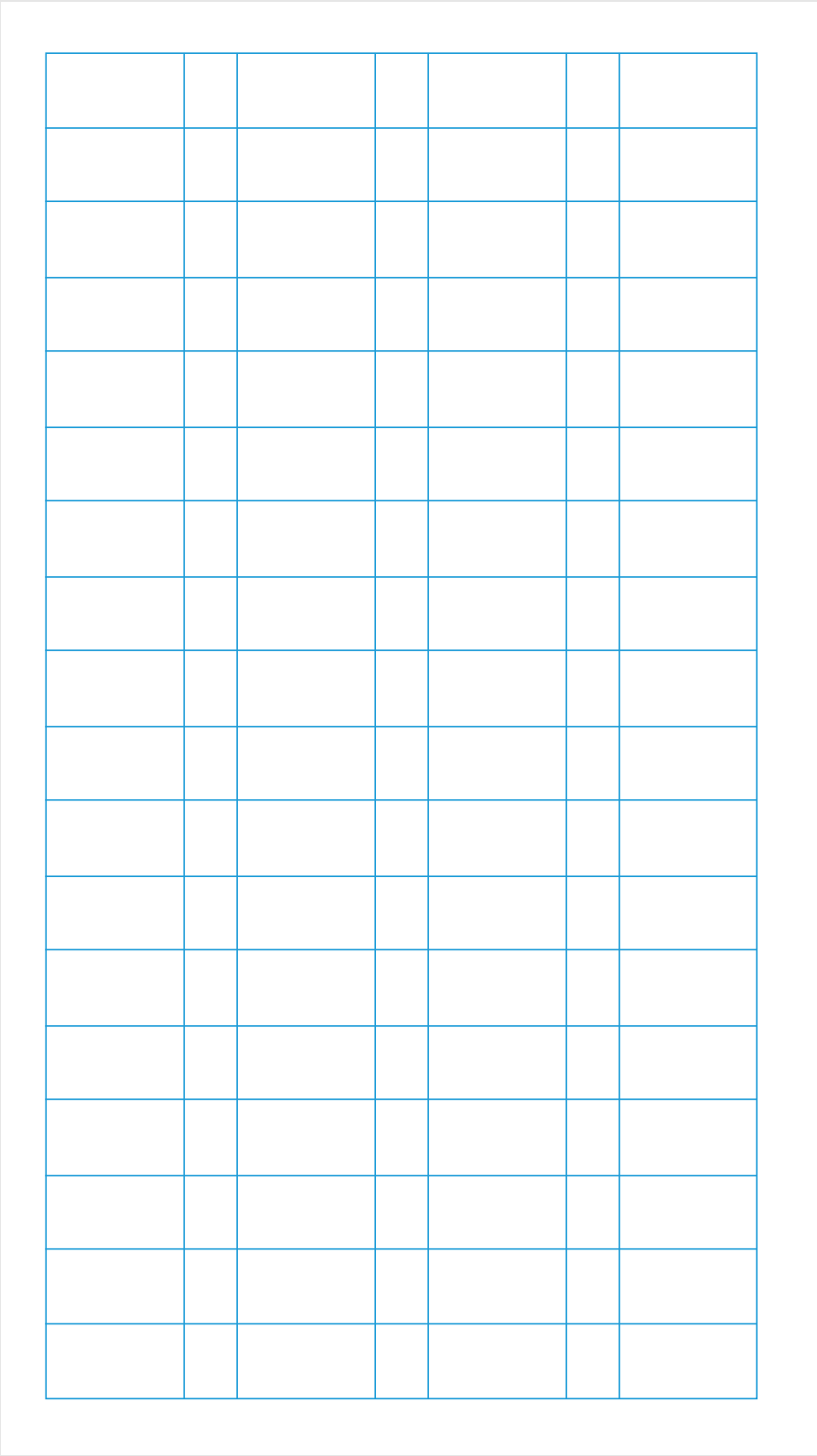
Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of 13cabs design. The following underlying grids should be used for all communications.

Margins, Columns/Column gutter

In most applications, the margin should be equal on all four sides. For Instagram and TikTok margins and gutters are set to 70px.



Instagram Post (1080px x1350px)



Instagram Reels/Stories/TikTok (1080px x 1920px)

INSTAGRAM SETUP

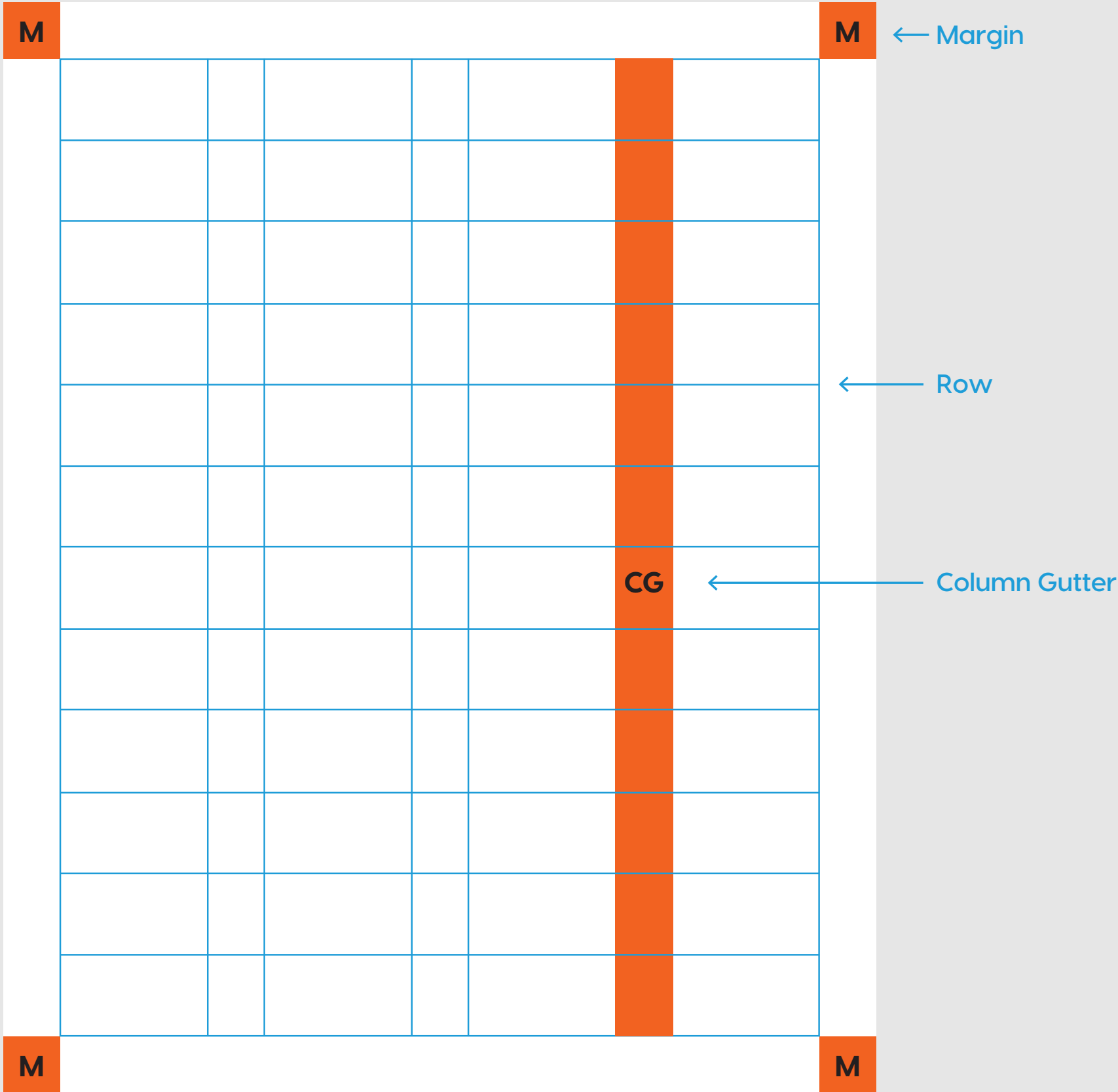
Size 1080px x 1350px

4-column grid

12 rows

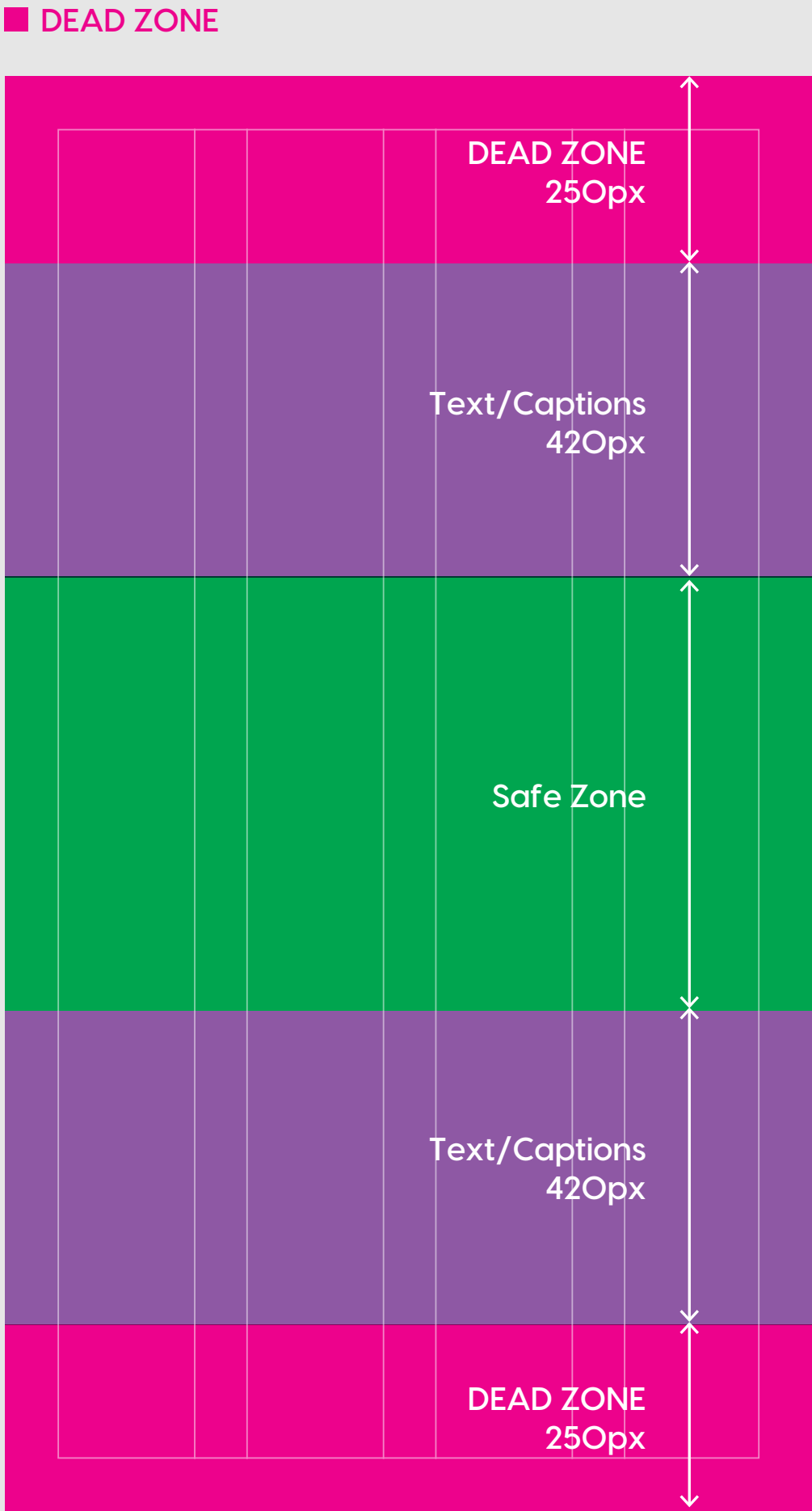
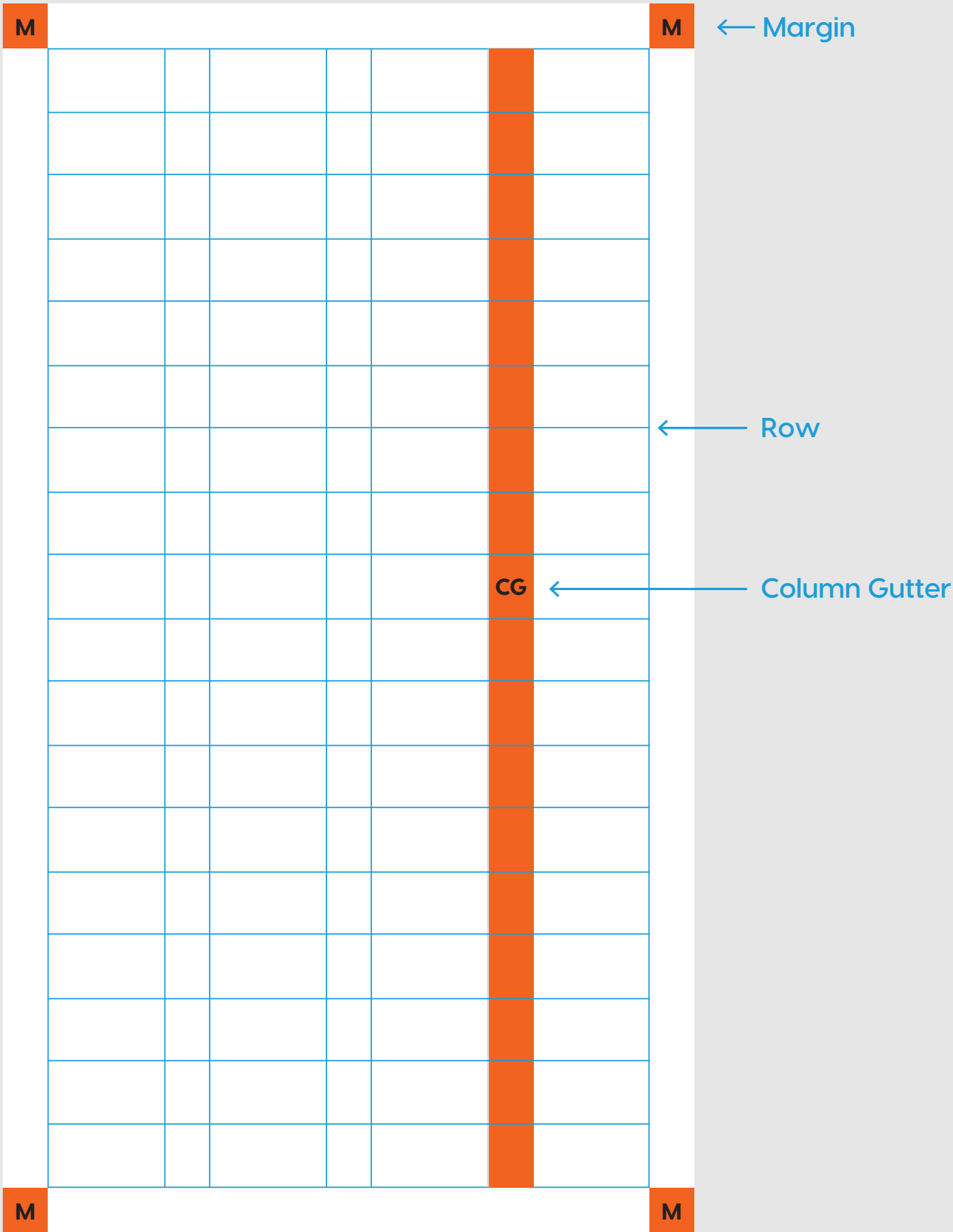
70px margins

70px gutters



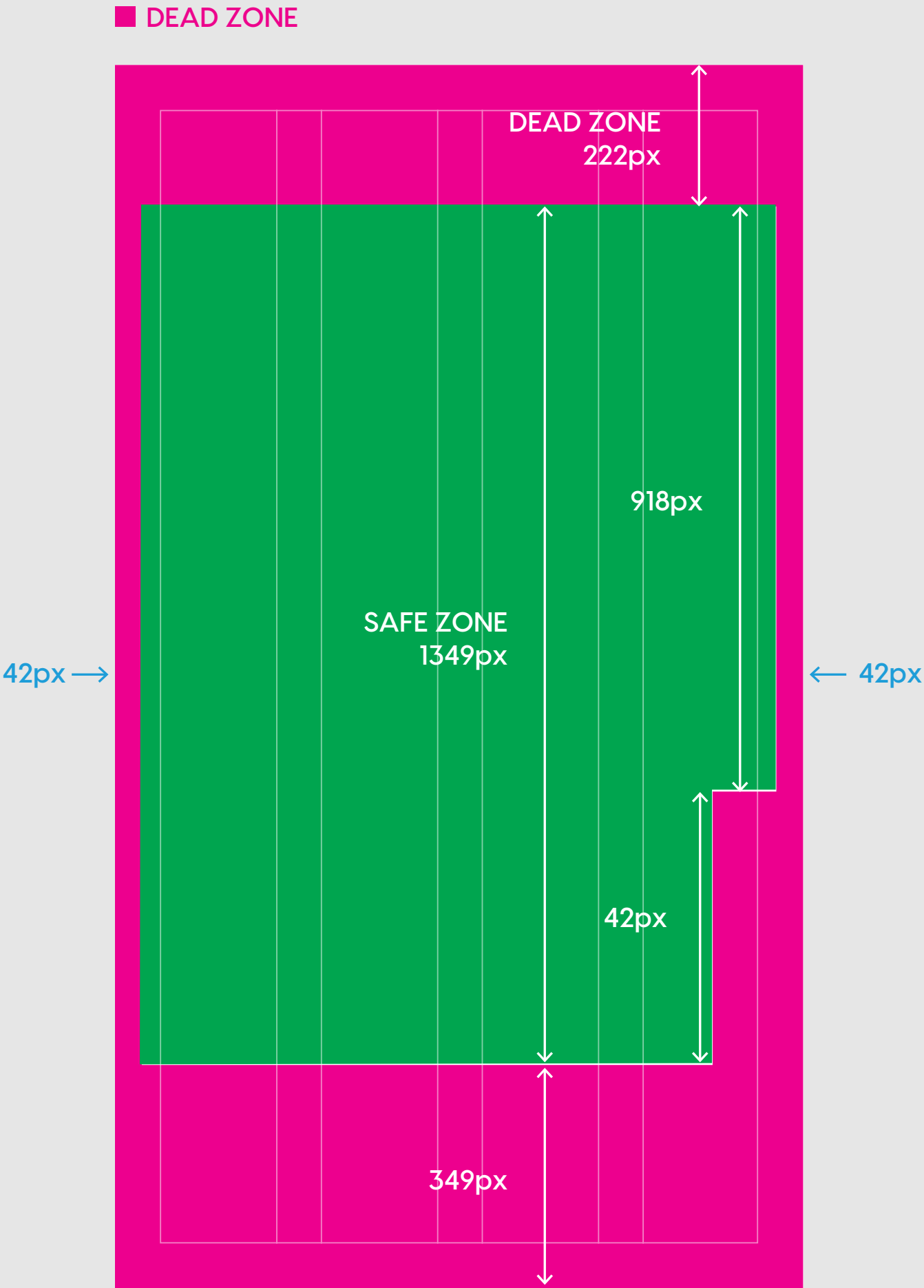
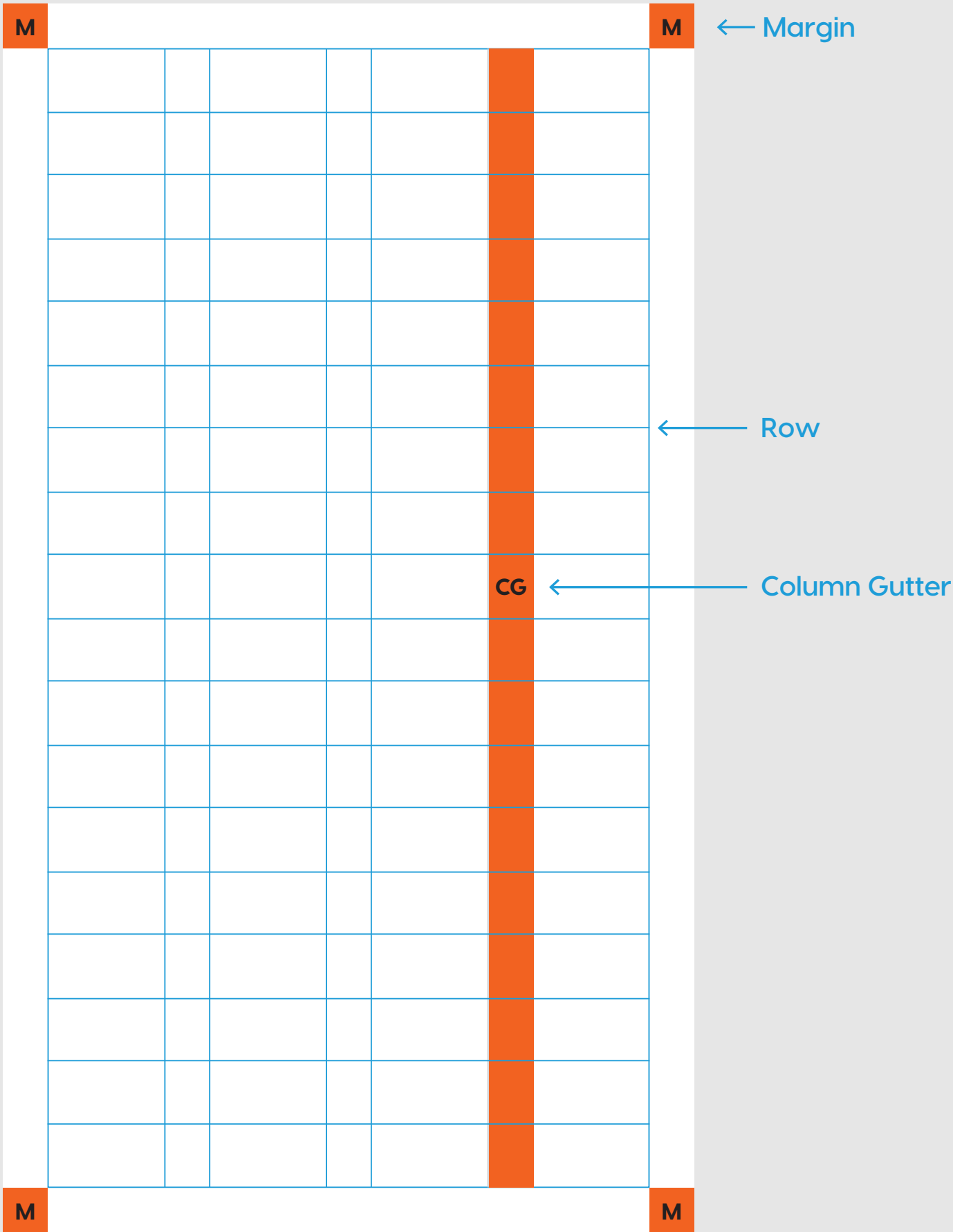
INSTAGRAM STORIES

- Size 16:9
- 4-column grid
- 18 rows
- Logo height equal to 7.5% document width
- Margins 6.5% of Document Width
- Gutters 6.5% of Document Width
- Keep text **OUT** of the dead zone.



INSTAGRAM REELS

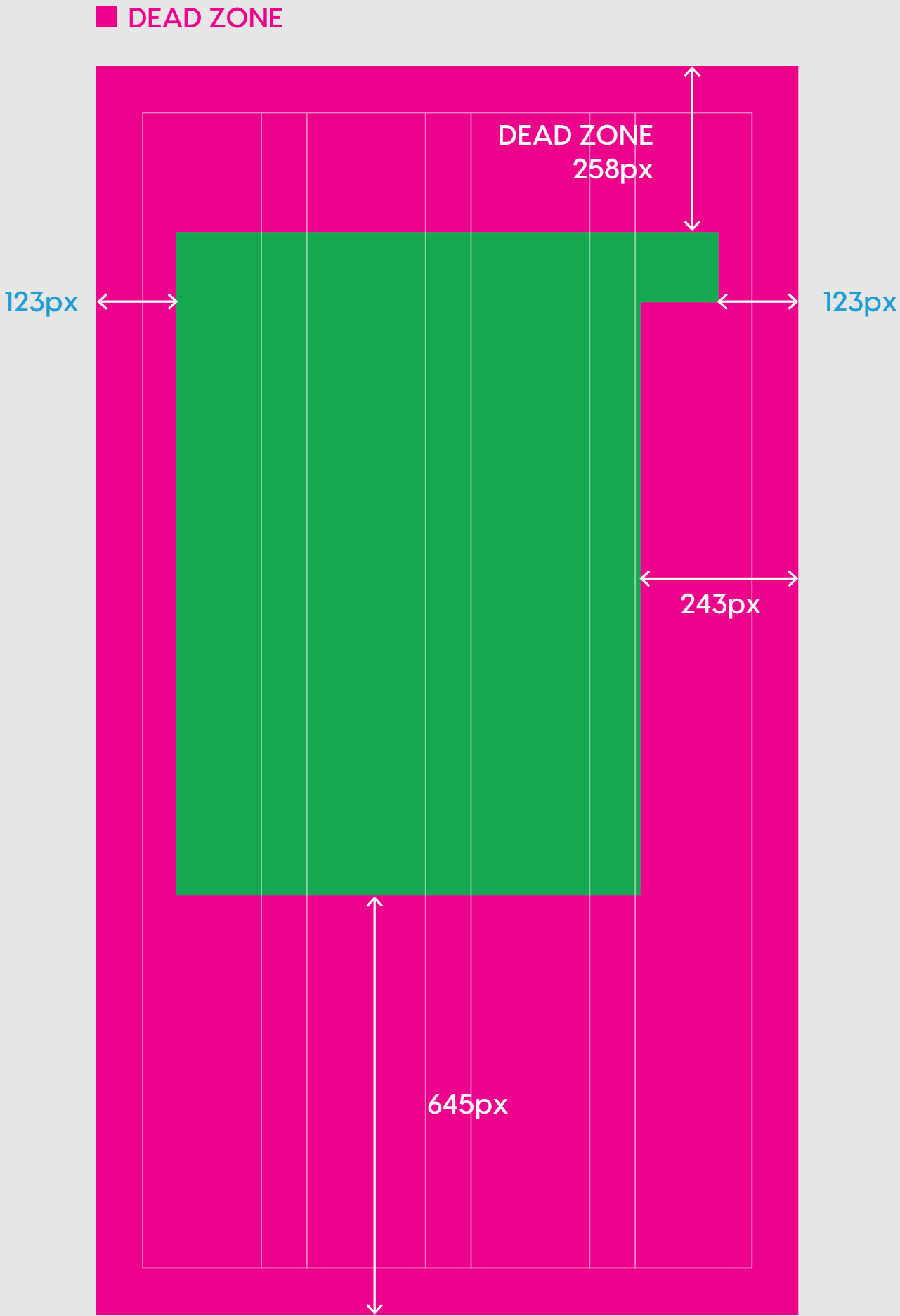
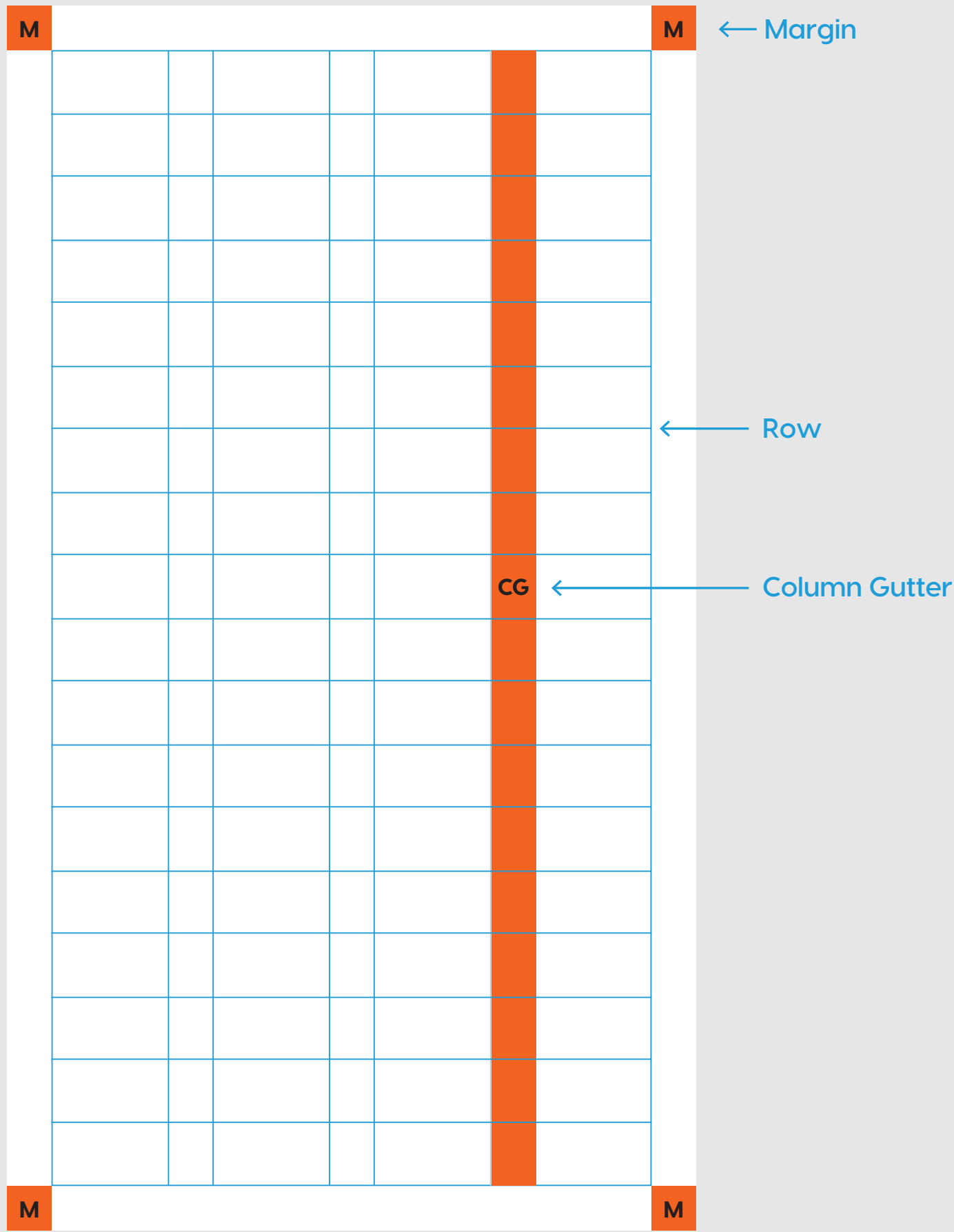
- Size 16:9
- 4-column grid
- 18 rows
- Logo height equal to 7.5% document width
- Margins 6.5% of Document Width
- Gutters 6.5% of Document Width
- Keep text **OUT** of the dead zone.



TIKTOK REELS

Size 1080px x 1920px

- 4-column grid
- 70px margins
- 70px gutters
- Keep text/logos **OUT** of the dead zone.



FACEBOOK LANDING PAGE

The reskinning of 13cabs’ Facebook page elevates the brand by enhancing its visual impact and ensuring a cohesive brand identity across all touch points.

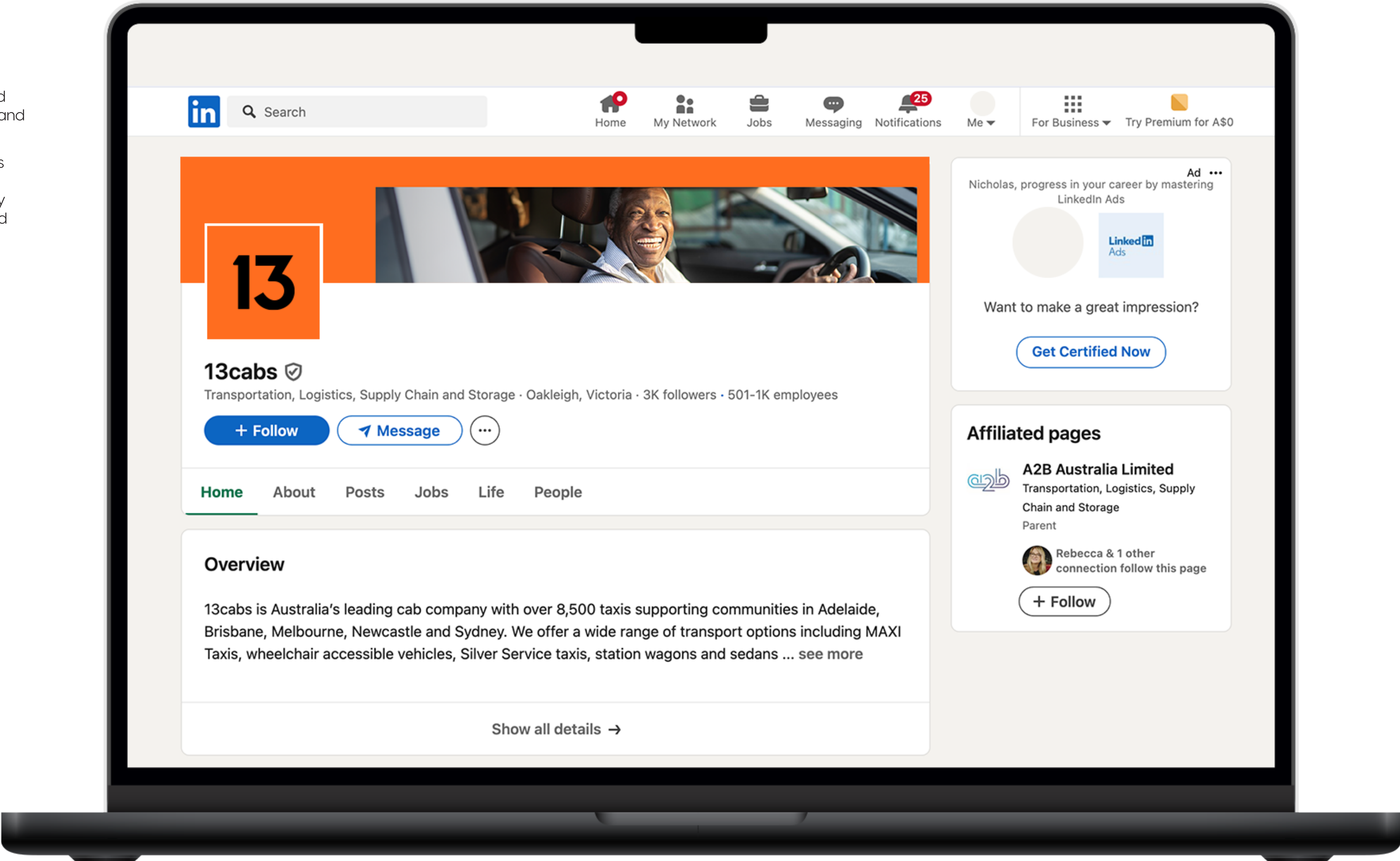
The introduction of the new “13” icon significantly enhances the distinctiveness of the 13cabs brand by serving as a strong visual anchor. This bold, minimalist symbol is instantly recognisable, making it easier for customers to identify and remember the brand.



LINKEDIN LANDING PAGE

The reskinning of 13cabs’ LinkedIn page elevates the brand by enhancing its visual impact and ensuring a cohesive brand identity across all touch points.

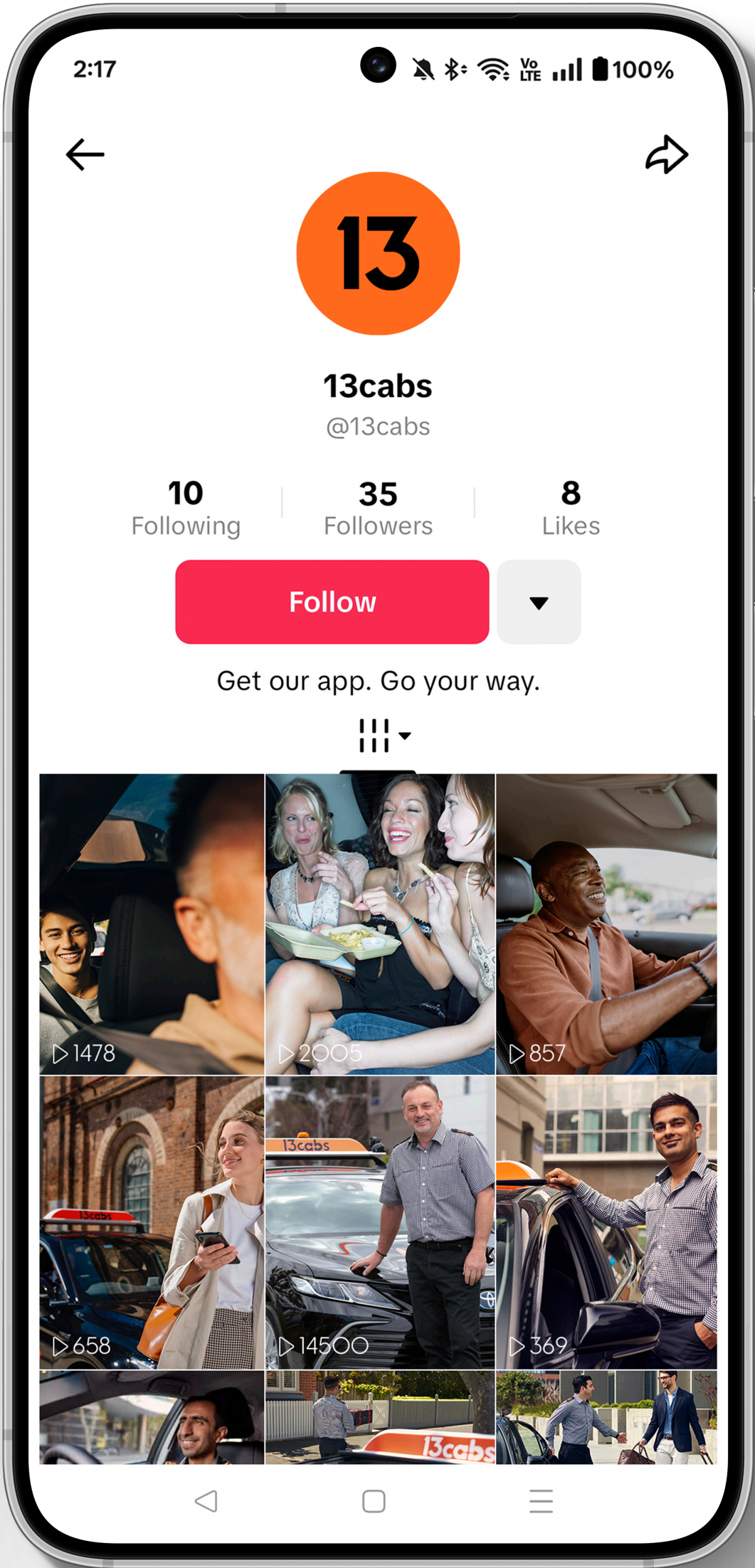
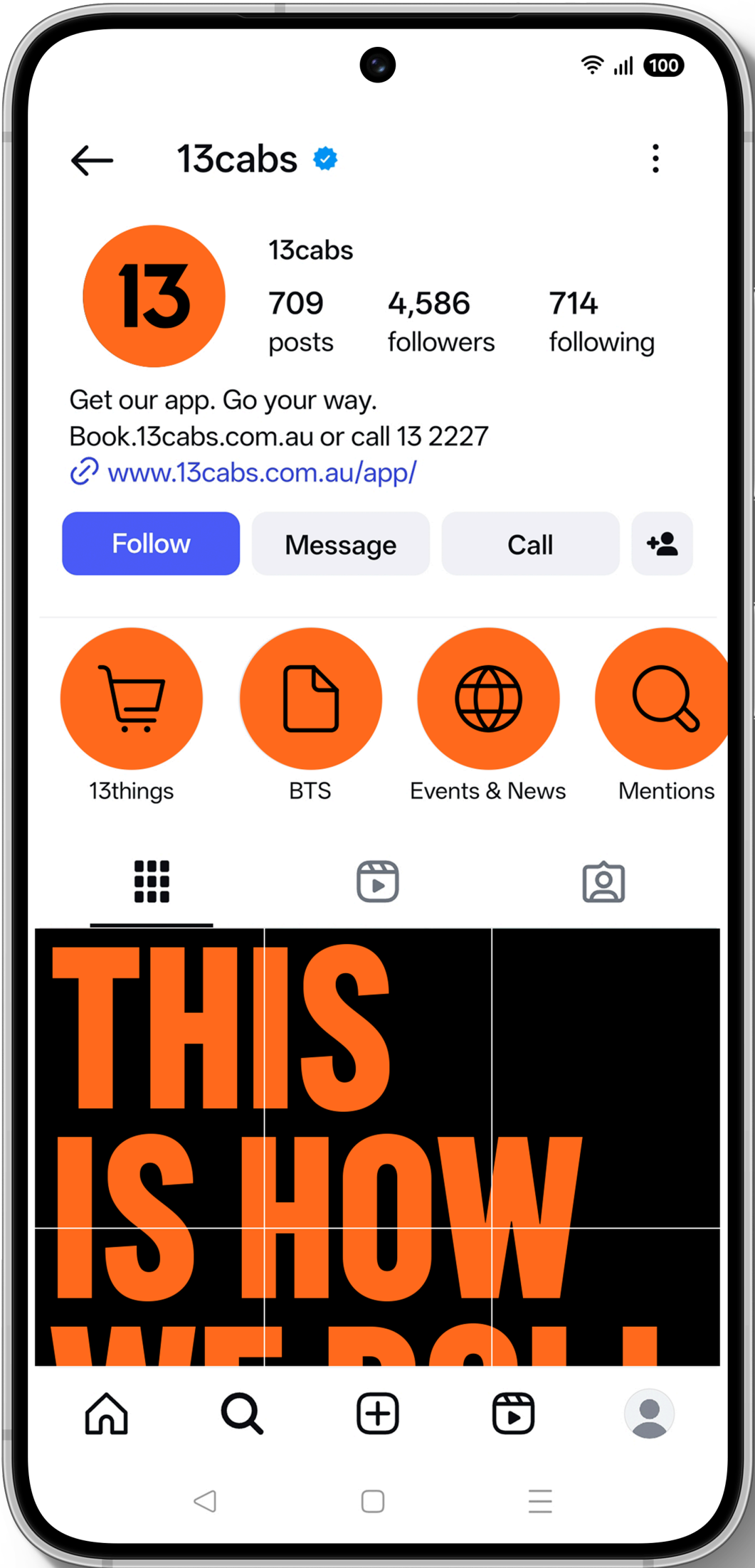
The introduction of the new “13” icon significantly enhances the distinctiveness of the 13cabs brand by serving as a strong visual anchor. This bold, minimalist symbol is instantly recognisable, making it easier for customers to identify and remember the brand.



INSTAGRAM AND TIKTOK APP

The reskinning of 13cabs’ Instagram and Tiktok App elevates the brand by enhancing its visual impact and ensuring a cohesive brand identity across all touch points.

The introduction of the new “13” icon significantly enhances the distinctiveness of the 13cabs brand by serving as a strong visual anchor. This bold, minimalist symbol is instantly recognisable, making it easier for customers to identify and remember the brand.



11.0

DIGITAL

13CABS WEBSITE

The reskin of the 13cabs website and app introduces a modern, simple, and intuitive design. The use of bold colours and clear typography enhances user interaction by making navigation straightforward and engaging.

This visual concept aims to project a fresh and contemporary brand image while making the platform more accessible and user-friendly. A user-centered design approach not only allows 13cabs to better compete with rivals like Uber by focusing on the specific needs and preferences of users but also helps engage a younger audience accustomed to sleek, efficient digital experiences.

However, it's important to note that this is a conceptual design, and a professional UX designer would be necessary to fully develop and refine the website and app to meet user needs and industry standards.

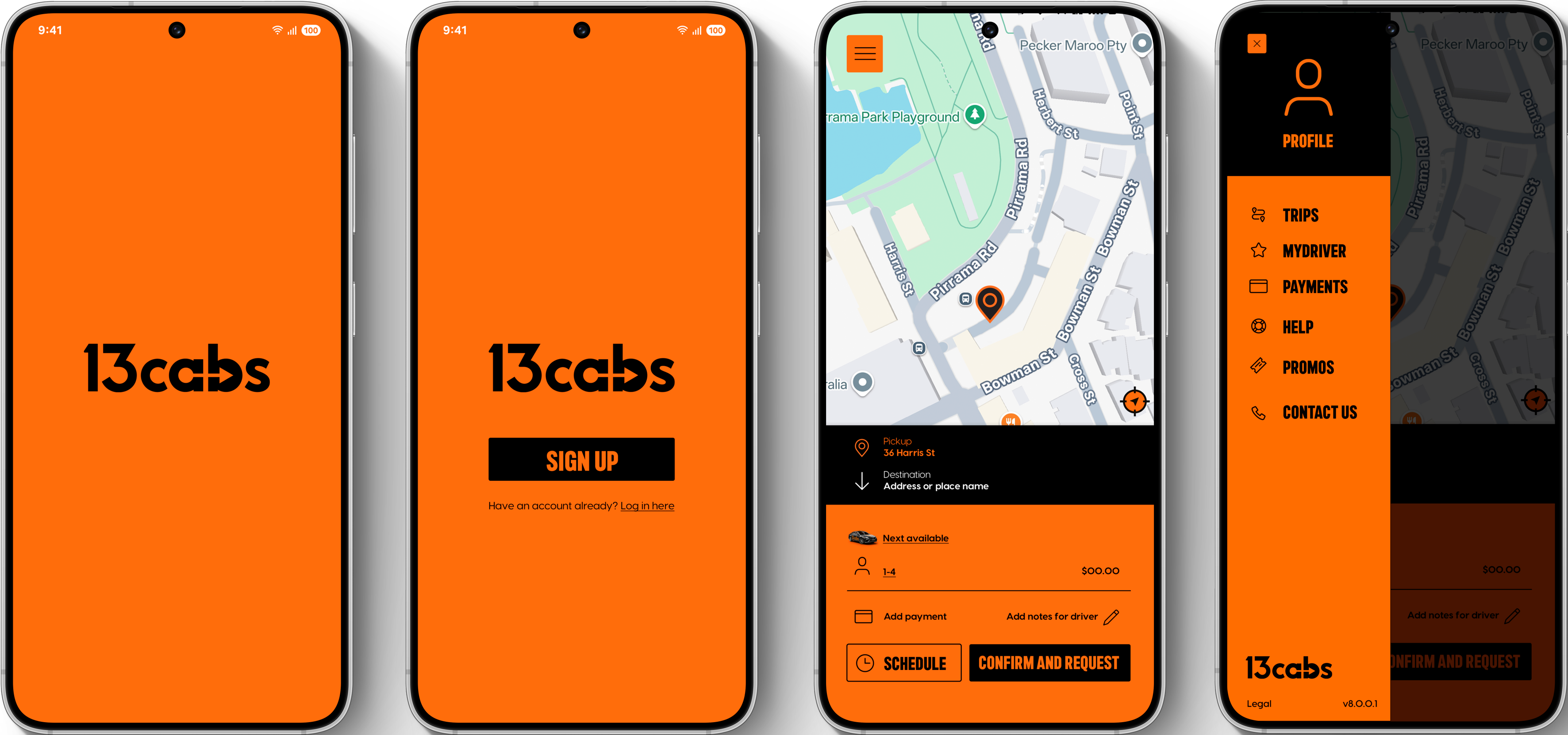


13CABS APP

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12.0

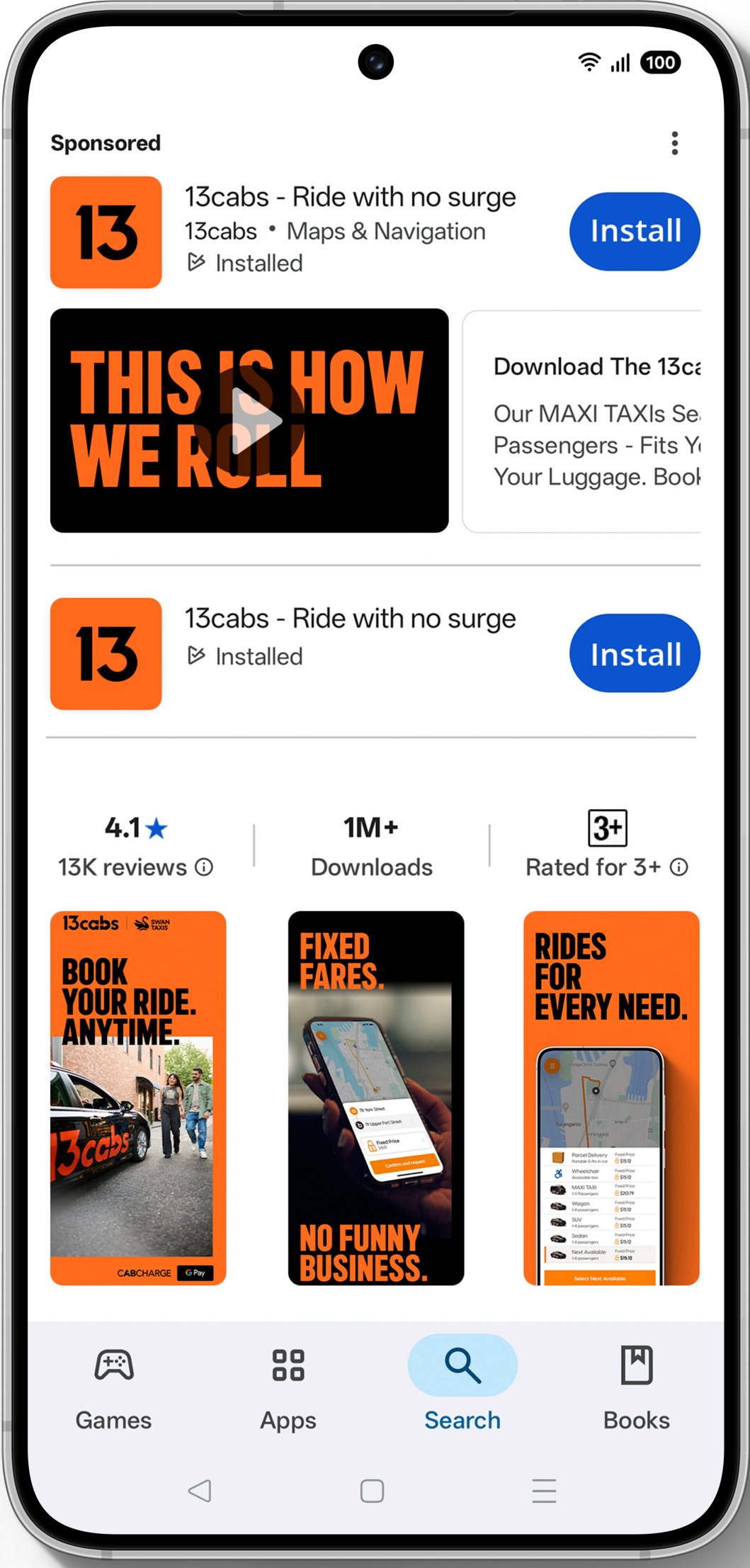
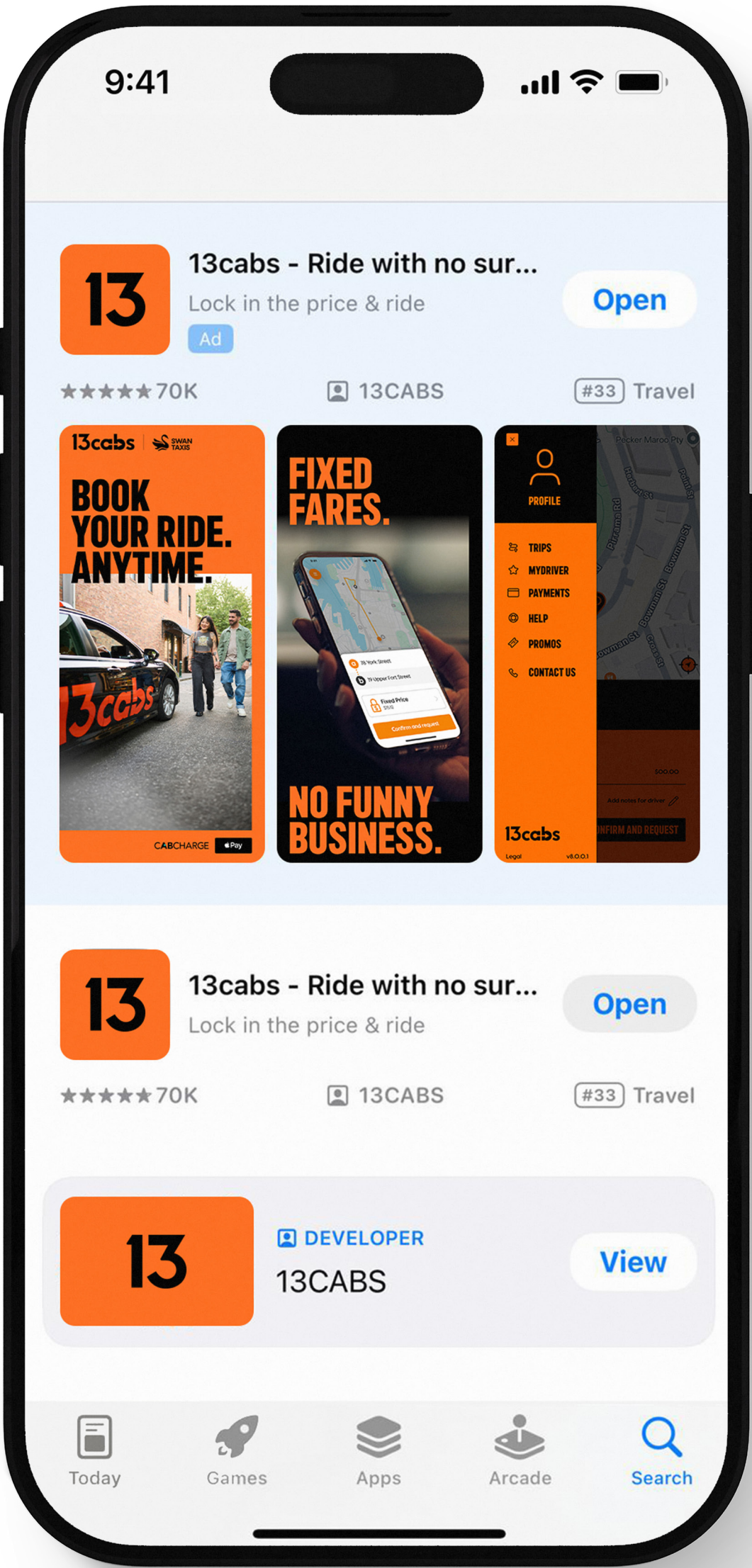
APP STORE
PLAY STORE

APP STORE AND PLAY STORE

Having a strong brand presence on the App Store and Play Store is crucial for 13cabs, as it often marks the beginning of the user journey.

From scanning an OOH QR code to landing on the app store page, a consistent and compelling visual identity can capture attention and build trust. Clear visuals and messaging can differentiate 13cabs from competitors, making it appealing to potential users.

The introduction of the new “13” icon significantly enhances the distinctiveness of the 13cabs brand by serving as a strong visual anchor. This bold, minimalist symbol is instantly recognisable, making it easier for customers to identify and remember the brand.



13.0

MOTION

MOTION

Kinetic Typography

Use kinetic typography on text only assets to add interest.

Simple Animation

Animate text to reveal line by line, top to bottom, sliding in horizontally from left to right, or right to left. When animating out, the text should move off in the opposite direction to how it animated in.

i.e Text animates in from the left-hand side of the asset.
Text animates out of the right-hand side of the asset.

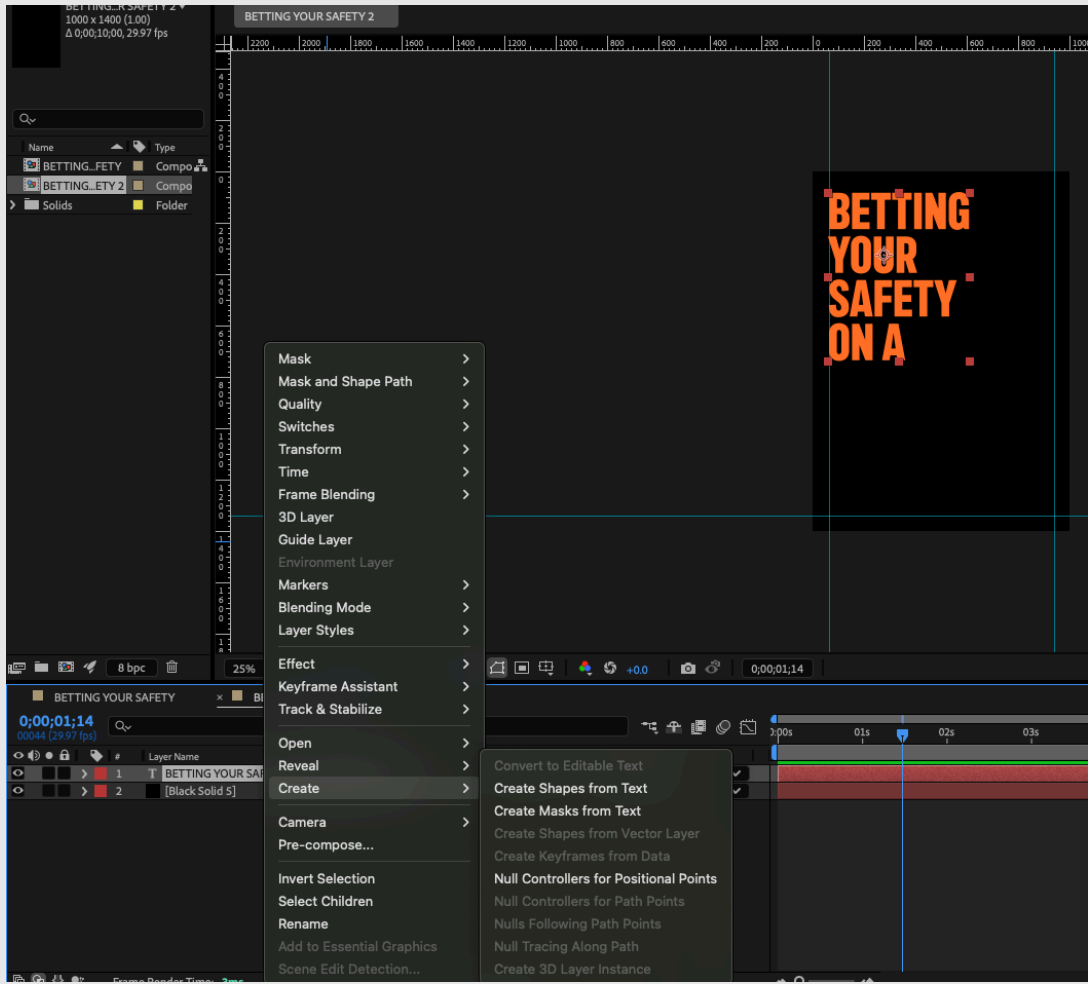
Approve copy before animating.

Contextual Animation

Occasionally, it’s appropriate to animate contextual clues. For example, you can allude to our competitor’s app UI animation, fading, or show letters moving off position. Do not use in a heavy-handed manner.

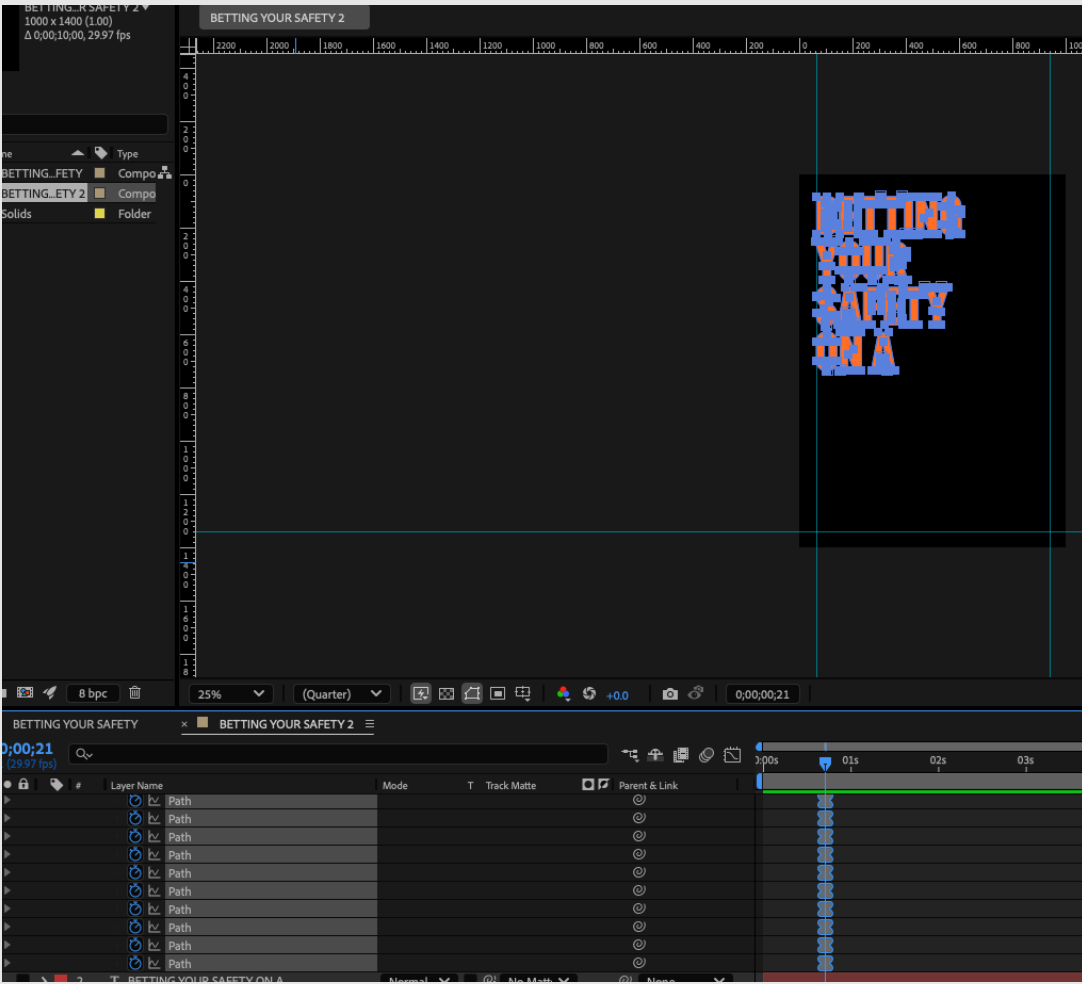
Hard Cut Animation

For hard-hitting campaign lines like “This Is How We Roll”



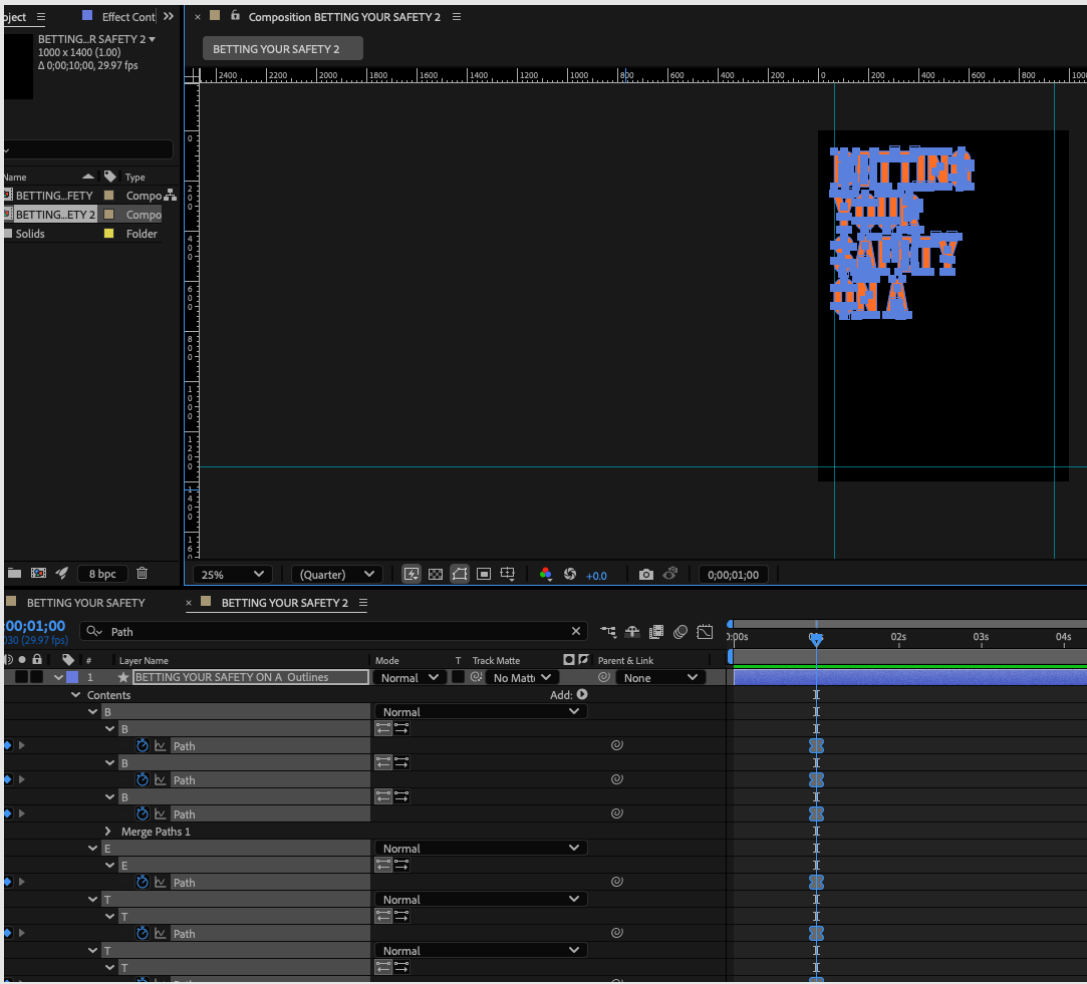
1

Bring text into After Effects, right-click on the text layer in the timeline and use “Create Shapes from Text”. This will generate a new layer consisting of paths per letter.



2

Open “Paths” for each letter.



3

Move to the one second mark and Keyframe Stop state on all paths. Move forward 3 seconds, and keyframe the stop state once more. This will be where the text is still and readable on screen.

MOTION

Kinetic Typography

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Animate text to reveal line by line, top to bottom, sliding in horizontally from left to right, or right to left. When animating out, the text should move off in the opposite direction to how it animated in.

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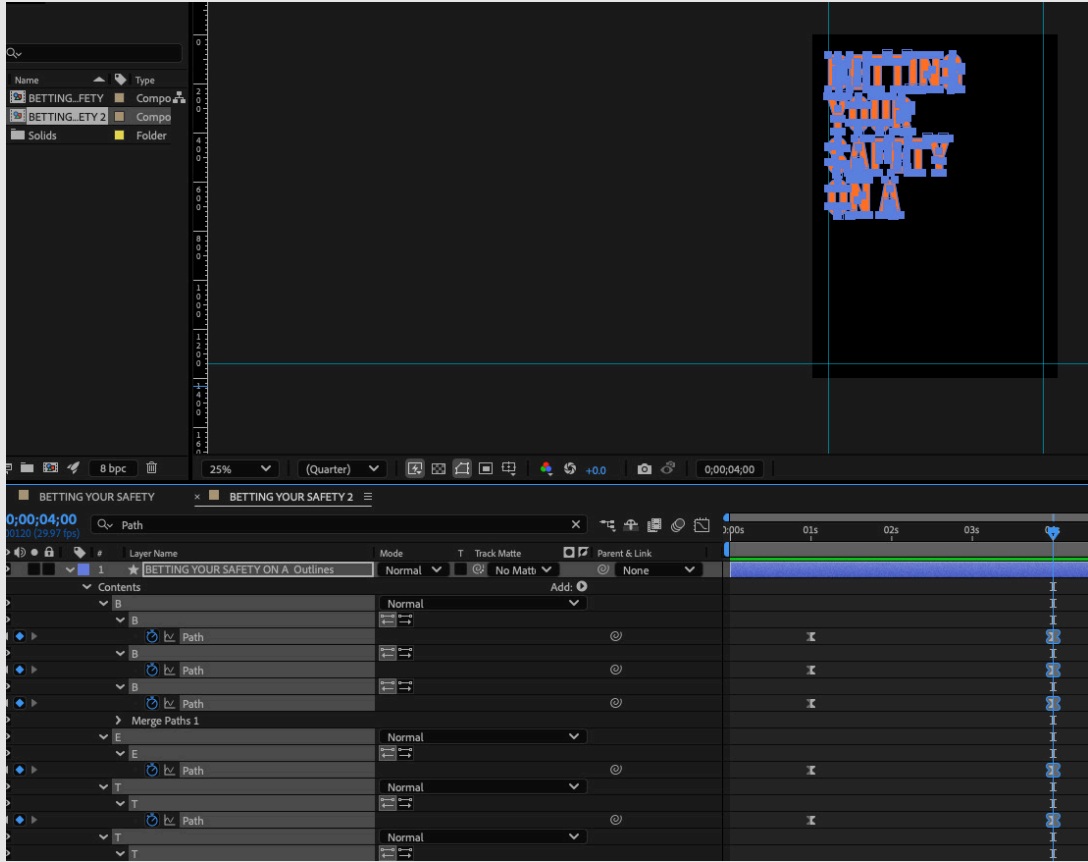
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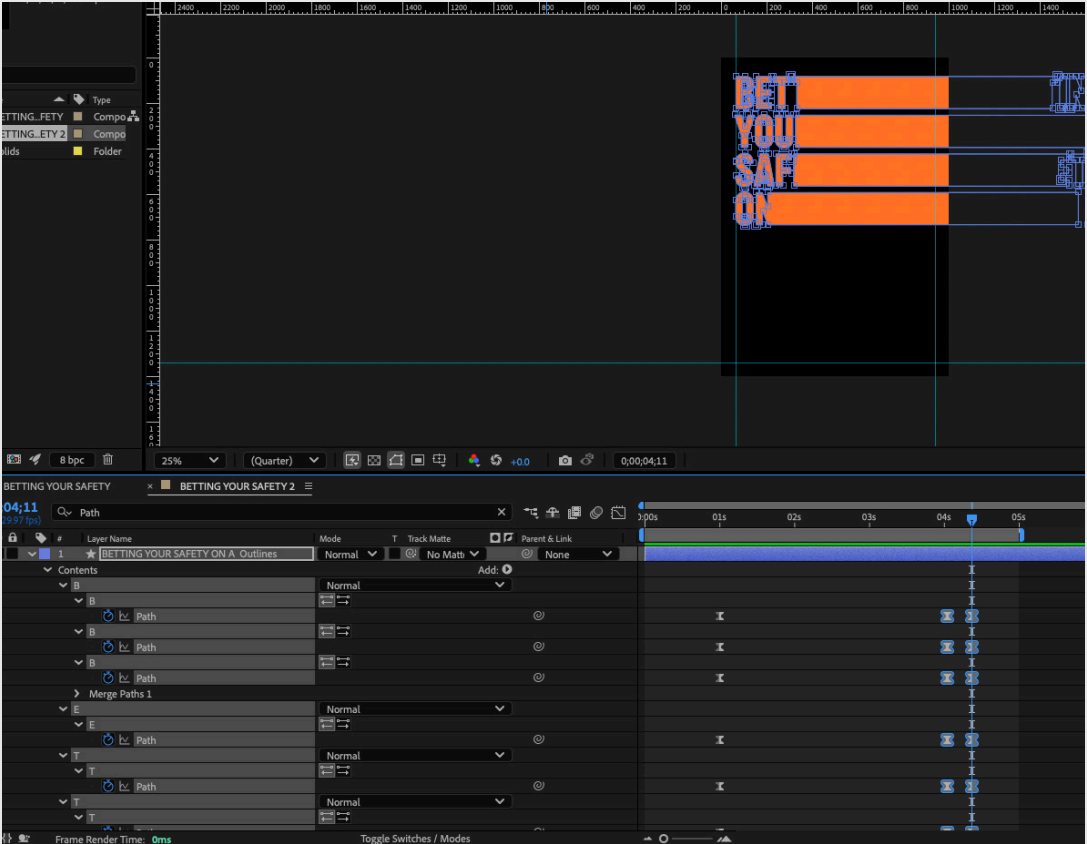
Hard Cut Animation

For hard-hitting campaign lines like “This Is How We Roll”



4

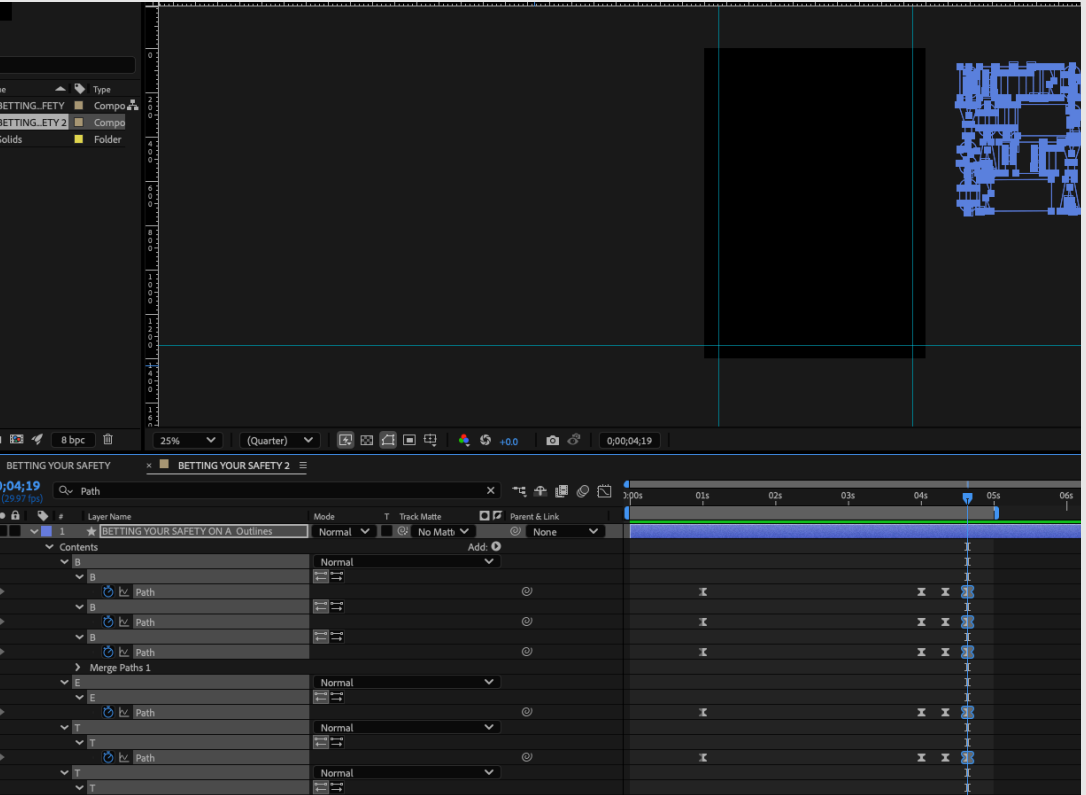
Move forward 3 seconds, and keyframe the stop state once more. This will be where the text is still and readable on screen.



5

Move a couple of frames forward. Select right-most points and move them far off composition to the right. You should select the right-most points that still allow for a “block” like shape when stretched, so avoid letters with curves, holes or slants. For example, “I”s, “L”s, “B” and “T” lend themselves nicely.

Ensure to still keyframe all paths. The text should stretch.



6

Move a couple of frames forward again. Drag the remaining points left on screen to the right off the canvas. Ensure to keyframe all paths.

MOTION

Kinetic Typography

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Animate text to reveal line by line, top to bottom, sliding in horizontally from left to right, or right to left. When animating out, the text should move off in the opposite direction to how it animated in.

i.e Text animates in from the left-hand side of the asset.
Text animates out of the right-hand side of the asset.

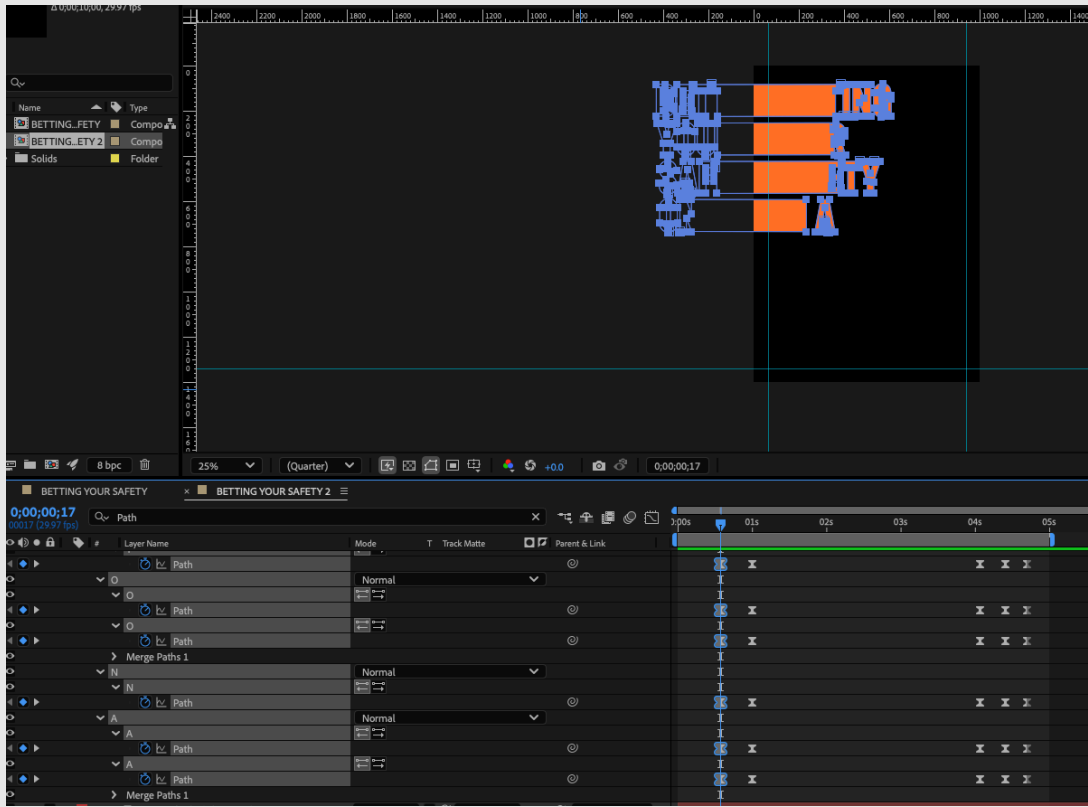
Approve copy before animating.

Contextual Animation

Occasionally, it’s appropriate to animate contextual clues. For example, you can allude to our competitor’s app UI animation, fading, or show letters moving off position. Do not use in a heavy-handed manner.

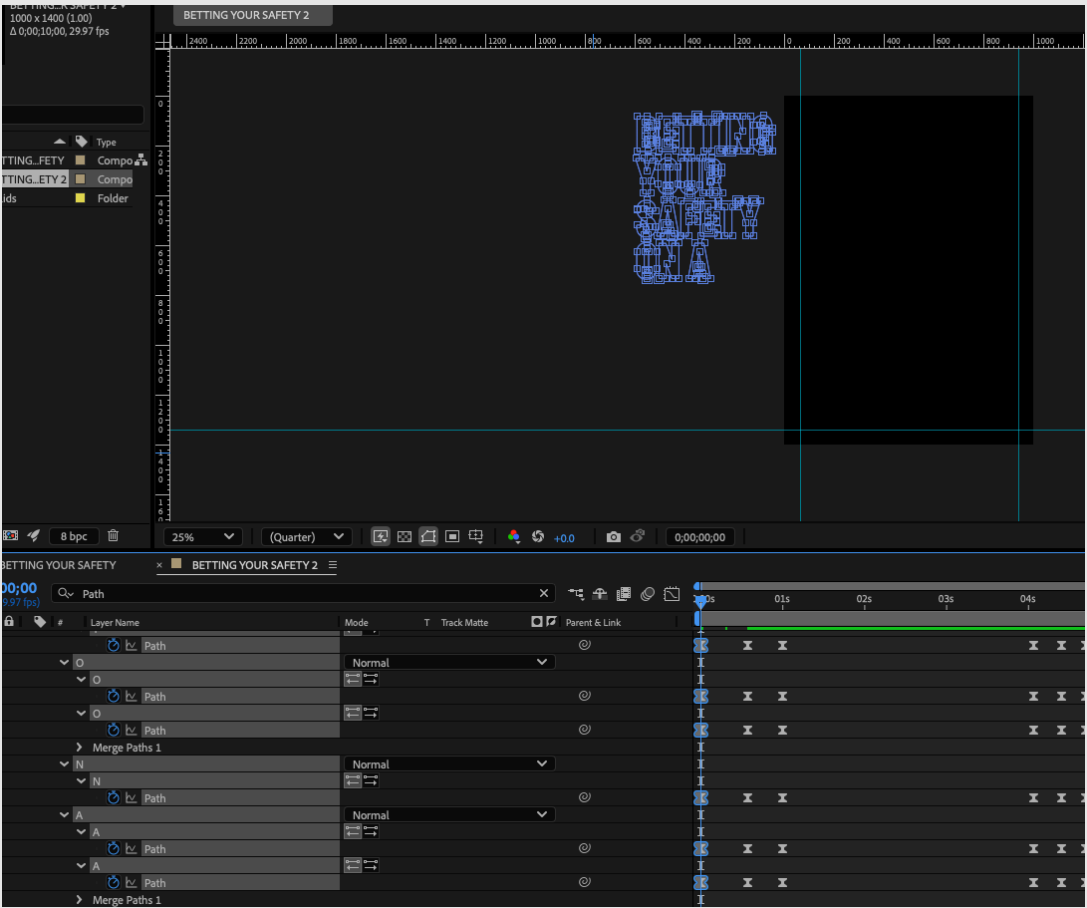
Hard Cut Animation

For hard-hitting campaign lines like “This Is How We Roll”



7

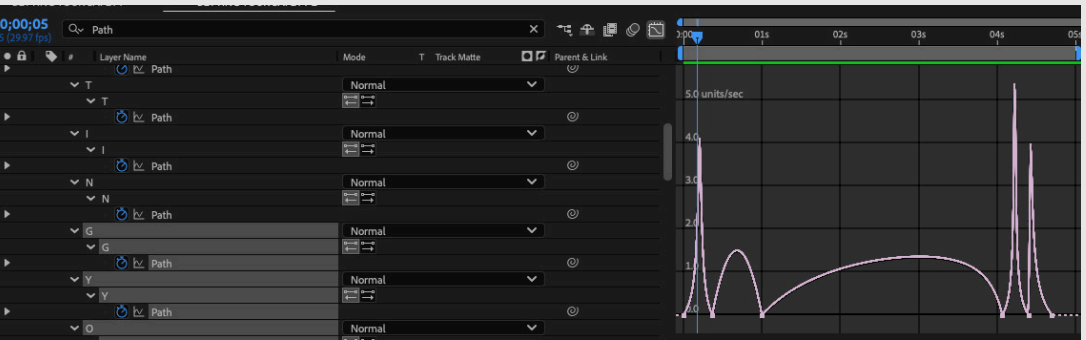
Return to the 1-second mark. Then move backwards a few frames. Select the left-most paths, and drag them far off the composition to the right. Again, select the left-most points that allow for a “block” like stretched shape. Ensure to keyframe all paths. .



8

Move back to the 0-second mark. Select the remaining points on the composition and move them back off to the left. The composition should now be free of text. Keyframe all paths.

Review playback. All lines of text should be off-screen, stretch in, then follow through, and then pause for three seconds. Then the text should stretch off screen, and then follow through to create a black composition again.



9

Right click “Graph Editor” button on Timeline. Right click on Graph and select “Edit Speed Graph”. Tweak to Ease In and Ease Out. Click off “Graph Editor” to return to path keyframes.

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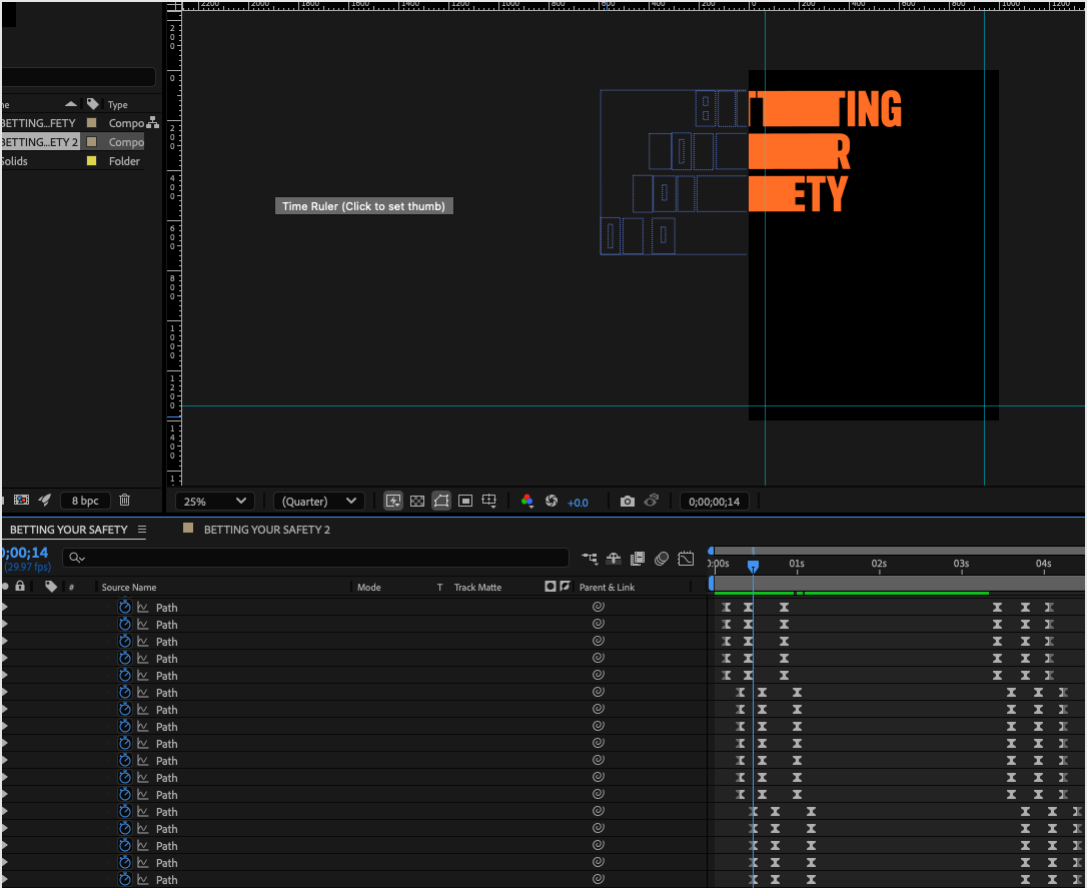
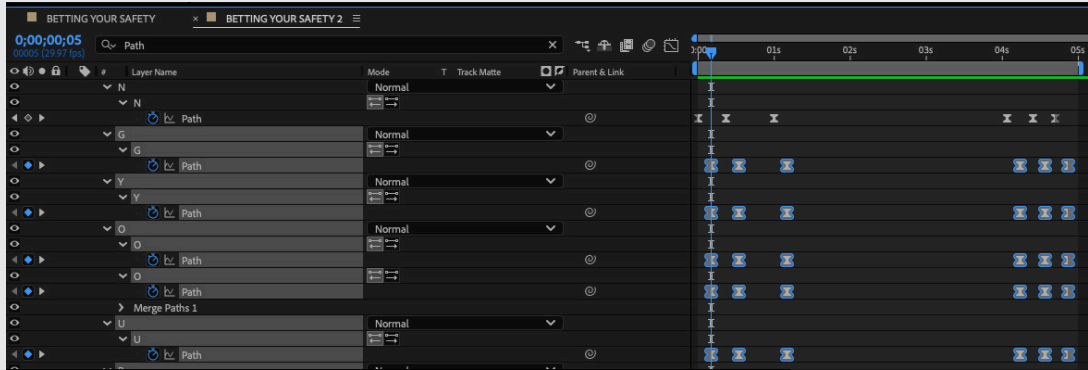
Approve copy before animating.

Contextual Animation

Occasionally, it’s appropriate to animate contextual clues. For example, you can allude to our competitor’s app UI animation, fading, or show letters moving off position. Do not use in a heavy-handed manner.

Hard Cut Animation

For hard-hitting campaign lines like “This Is How We Roll”



10

If satisfied, select paths keyframes per line of text.
Shift keyframes by 5 frames.

11

Repeat until you reach the last line of text. This should then create a staggered effect where each line is animating on individually.

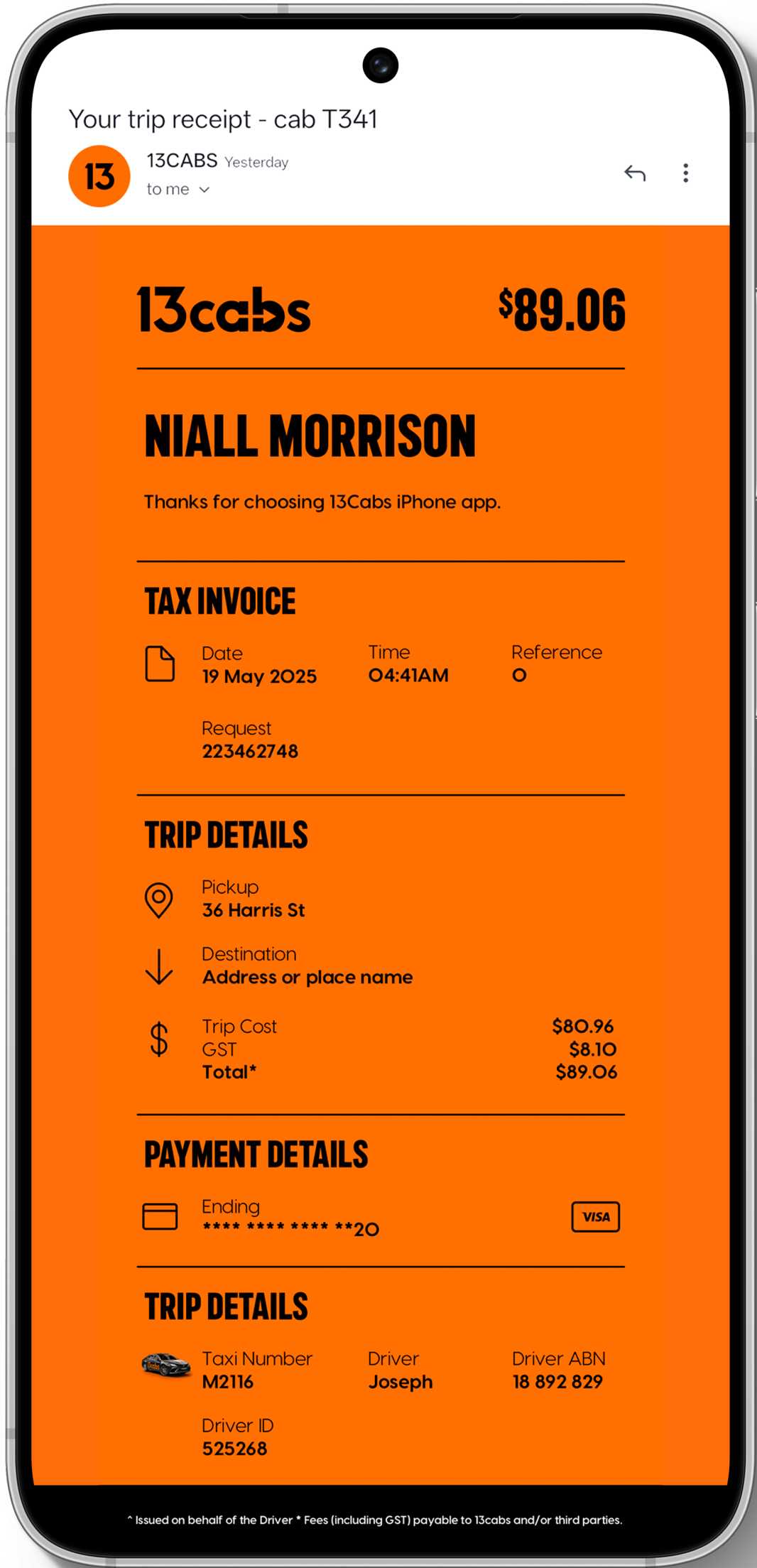
14.0

EMAIL

Email Receipt

Redesigning a simple element like an email receipt can significantly reinforce a brand by ensuring consistent messaging and visual identity across all touchpoints to it's consumer.

Consistency in all design elements, ensures that every customer interaction, no matter how small, reflects the brand's values and aesthetics. This attention to detail not only enhances the user experience but also solidifies the brand's presence in the customer's mind, reinforcing loyalty and differentiation from competitors.



EMAIL SIGNATURES

The 13cabs email signature effectively blends brand consistency with professional aesthetics. However, the signature’s appearance may vary across email clients due to different HTML and CSS rendering, requiring compatibility checks for consistency.



15.0

POWERPOINT

POWERPOINT

This template guide showcases a simple and clean design, focusing on readability and visual appeal with bold colours and clear typography. It offers a straightforward layout that ensures content is easily digestible, making presentations more engaging and effective.

However, it's important to note that this template serves as a conceptual guide only. A professional PowerPoint designer would be needed to fully develop and implement the template in PowerPoint, ensuring all design elements are functional and optimized for various presentation needs.

13cabs

POWERPOINT COVER
HEADER


Sub-header / Date

This slide can have a big paragraph of text on it. Can also use a black or white background colour.

This slide can have a big paragraph of text on it and an image. Can also use a black or white background colour.



This slide can have a big paragraph of text on it and an image. Can also use a black or white background colour.



DIVIDER SLIDE, COULD ALSO USE A WHITE OR ORANGE BACKGROUND.

HEADER

Sub-Header

Content area with multiple columns of text.

HEADER

Sub-Header

Content area with multiple columns of text.



HEADER

Sub-Header

Content area with multiple columns of text.



Full bleed image with copy over the top for the win!



HEADER

Sub-Header

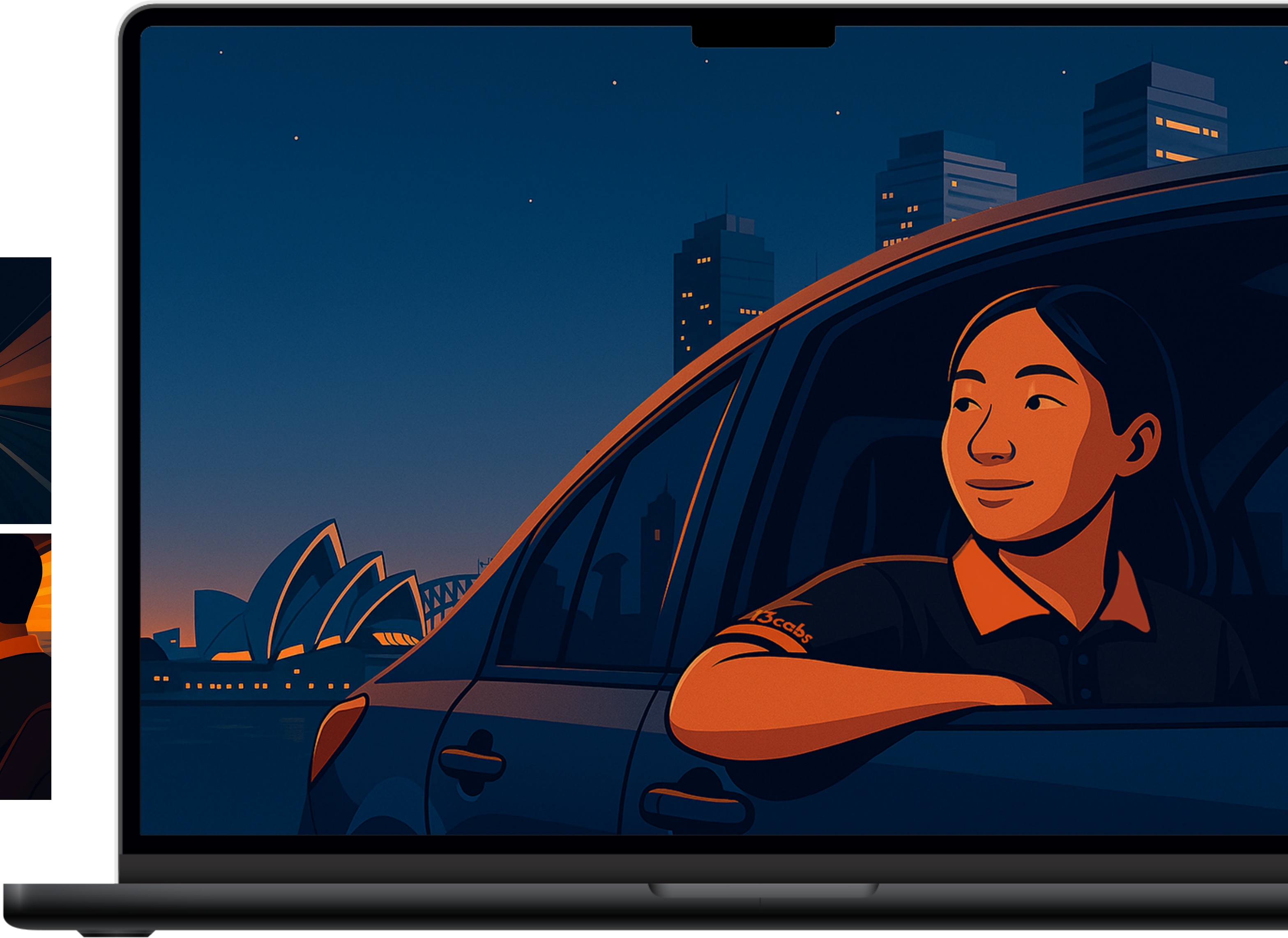
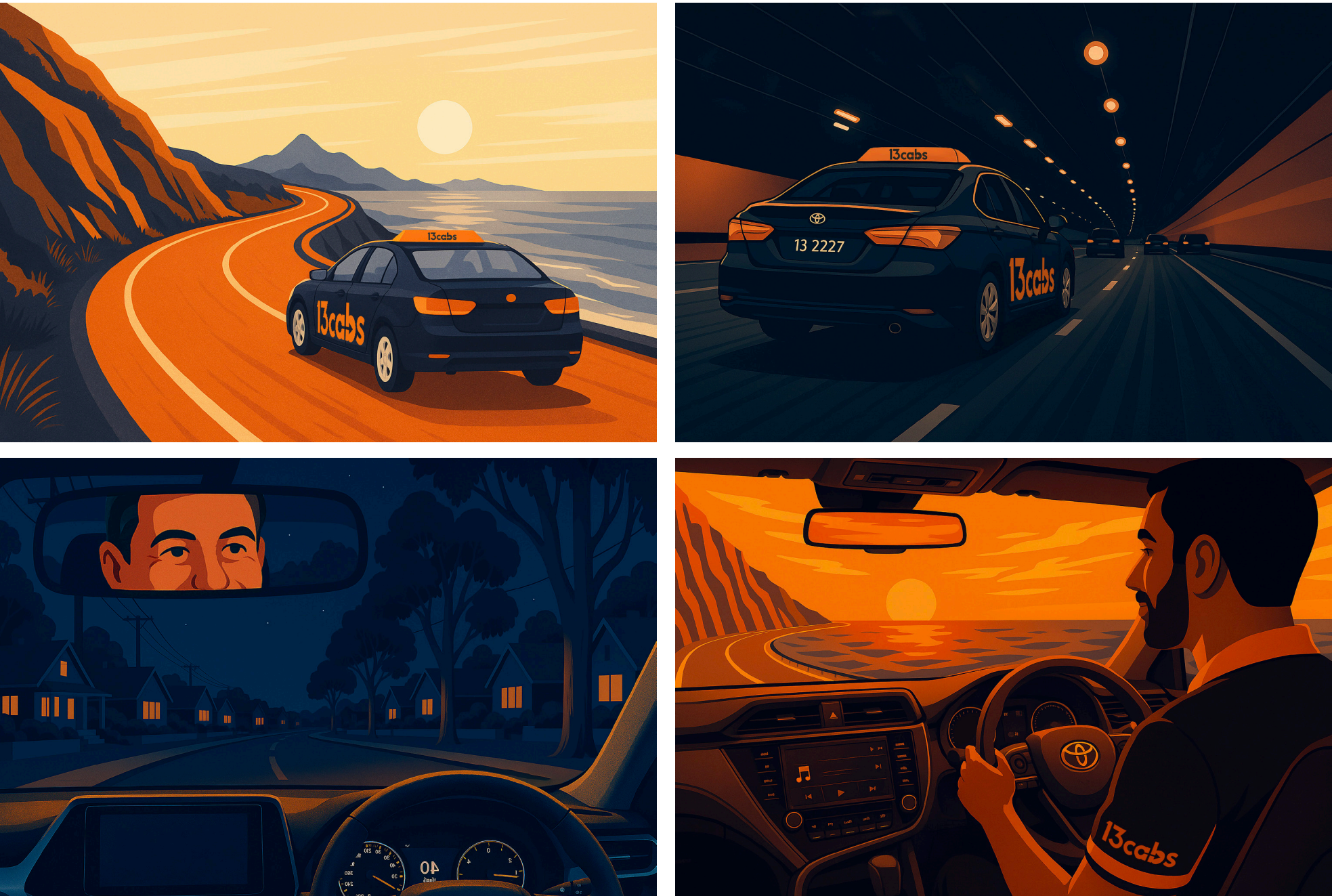
Content area featuring various charts and graphs, including a bar chart, a pie chart, and a line graph.

16.0

SCREENSAVER

SCREENSAVER

These screensaver images evoke a sense of journey, community, and professionalism. The use of warm colours like oranges and yellows inspires energy and optimism, while blues provide calmness and security. Each image highlights different aspects of the cab experience: the freedom of travel, urban connection, and the reliability of service





THANK YOU

For further information, please contact your 13cabs key contact person or the Brand Management team for assistance.