



IDENTITI

Uber: Driving for Consistency

Navigating from Point A to Point B can be tricky, especially when a global pandemic is in effect throughout the world. Uber needed an experienced, consistent, and a process oriented company that would execute signage at the highest level with their North American locations. In collaboration with Ware Malcomb, the teams worked together to offer peace of mind.



The Challenge

The obstacles that COVID-19 presented included local stay-at-home orders in various states, which attributed to delays by the city to approve permits. Once the permits had been lifted, the timeline became accelerated in order to hit the required milestones.



Services

- Exterior Signage
- Window Graphics
- Wall Murals
- Interior Way-Finding Package (ADA Signage)
- Floor Graphics
- Specialty Displays
- Interior Wall Signage
- Wall Graphics (Typography)



“ The sign package looks fantastic, but even more impressive was how great Identiti was to work with. They communicated exceptionally well, hit or beat every milestone, and responded quickly to address the few issues that came up...Identiti did an exceptional job - I'm very pleased with their performance: both process and results; and look forward to working with them on future projects.

— Uber

Interior Way-Finding Package



An Interior signage plan complete with ADA signage, directional signage, wall vinyl, floor graphics, and more was the focal point of the project, with Identiti conceptualizing new sign types and creating a sign package that would conform to code...all under a tight and uncertain timeline due to the arrival of COVID-19.

