

“As a strategic & trusted partner of Uber Eats, we trialled their new brand, colours and design features and provided quick samples.”

The Uber Eats brand has evolved over the years and we have been at Uber's side helping every step of the way.

It began as Uber Fresh then changed to Uber Eats with a fork to no fork at all to demonstrate the variety of cuisines available through their many restaurant partners.

We now recognize the iconic green as an Uber Eats delivery partner about to fill a customers belly, but it wasn't always that way.

As time rolled on, Uber Eats has rebranded several times over the years. The continued relationship with Kinara allowed the entire rebranding processes to become smooth and manageable. We may now know the lime green as an Uber Eats delivery rider about to fill a customers belly, but it wasn't always that way. The initial logo was a fork, however Uber Eats felt they needed to move away from this idea to help demonstrate the variety of cuisines available to order through their many restaurant partners. The logo developed to plain coloured text and different fonts, before finally settling on that famous green colourway we now instantly recognise.

With each rebranding process, all of the associated merchandise would require adjusting. Logistically, this includes creating each new logo mould and including it in every new & existing product range. When ordering thousands of units at a time, this could be costly and timely, delaying the delivery of products with new logos.

With a two way street of steady feedback on what works and what doesn't, Kinara continued to work closely with Uber Eats to ensure there was no disruption to the manufacturing process, accommodating each new request as efficiently as possible. As Kinara proved they were able to adapt to new logos being submitted, this gave Uber Eats the confidence to update their look until they found something they would settle on, whilst trusting equipment would continue to be manufactured to the timelines promised with the latest branding.



“Uber Eats also come to us whenever they have a special TV commercial promo or big event”

The steady evolution of the Uber Eats logo has grown along with the business itself, allowing for easy recognition by customers and restaurants alike, pushing it to the forefront of customers' minds when planning to order food for delivery. When it's time to launch the latest rebrand, Kinara also assists in spreading the word to the wider global Uber Eats team to ensure continuity.

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– Heidi Yeung, Director, Production & Operations, Kinara International

During manufacturing, Kinara had to ensure colour matching, meaning that the colours for each new rebrand had to remain consistent throughout the product range. Colour management is vital in any branded equipment, and Kinara have demonstrated their ability to produce colour matching to a high degree through Uber Eats many rebrands using colour Hex, RGB & Pantone systems.

What is the difference between HEX, RGB & Pantone?

A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of Red, Green and Blue. A HEX colour code is basically shorthand for its RGB values, although there are a total of 256 Hex colours. Whilst the Pantone system is also used for color matching, it's a pretty standardized system in the print world. Pantone colours are also made up of more inks, providing a larger selection of colours.

Each product – new or existing – must go through a strict quality control process to ensure it is fit for purpose. Our team confirms the colour is matched to the correct number, the paint is consistent throughout the product without gaps or specks, all labels and stickers are present, the specification of the product is correct and finally the packaging is safe and ready for shipment. Kinara holds the highest possible standards and our QC processes ensure these standards are met

