Custom car campaign
design guidelines

To activate a Change Car campaign on Waze you must work directly with your Waze account team, meet a minimum investment level, and anticipate a longer design/approval process.

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Car icon - example

- Please avoid over-detailing, keep the car icon minimal and clean.
- Use vector software such as Illustrator or Sketch in order to create a vector icon.
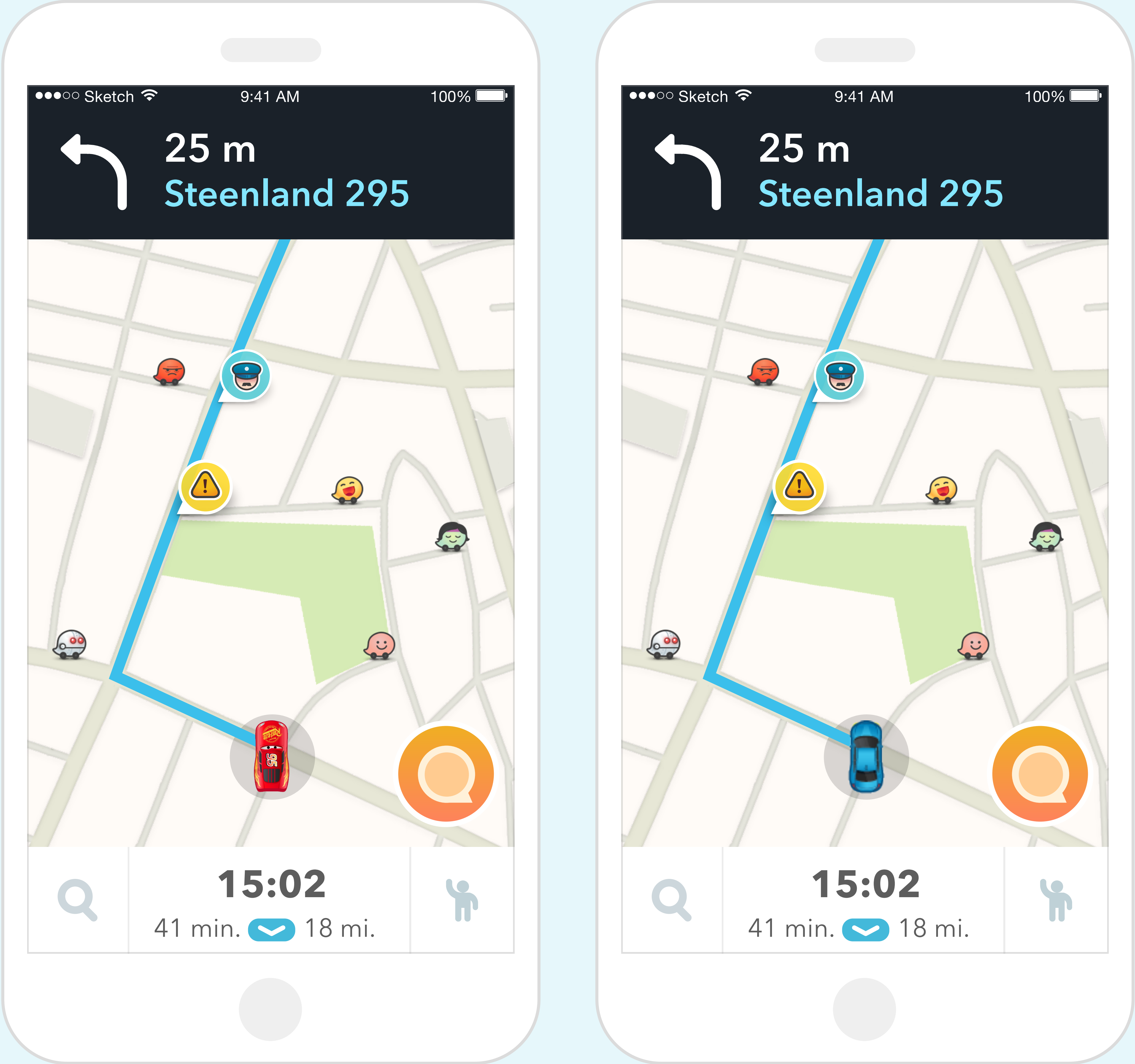
2D CAR - @1x
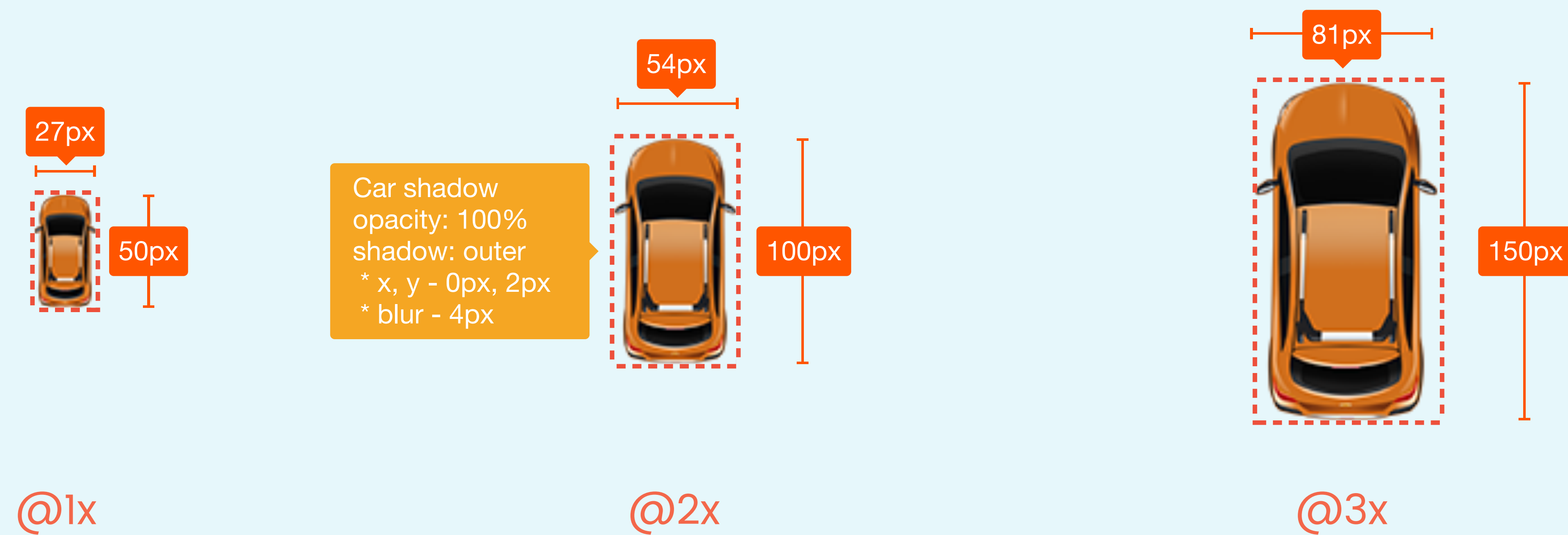(Enlargement)

3D CAR - @1x
(Enlargement)

Actual pixels

Actual pixels

Car icon on the Waze map

2D car asset specification – Step 1

CAR ASSET SIZES

@1x – PNG, @2x – PNG, @3x – PNG

27px
50px
@1x

Car shadow
opacity: 100%
shadow: outer
* x, y - 0px, 2px
* blur - 4px

54px
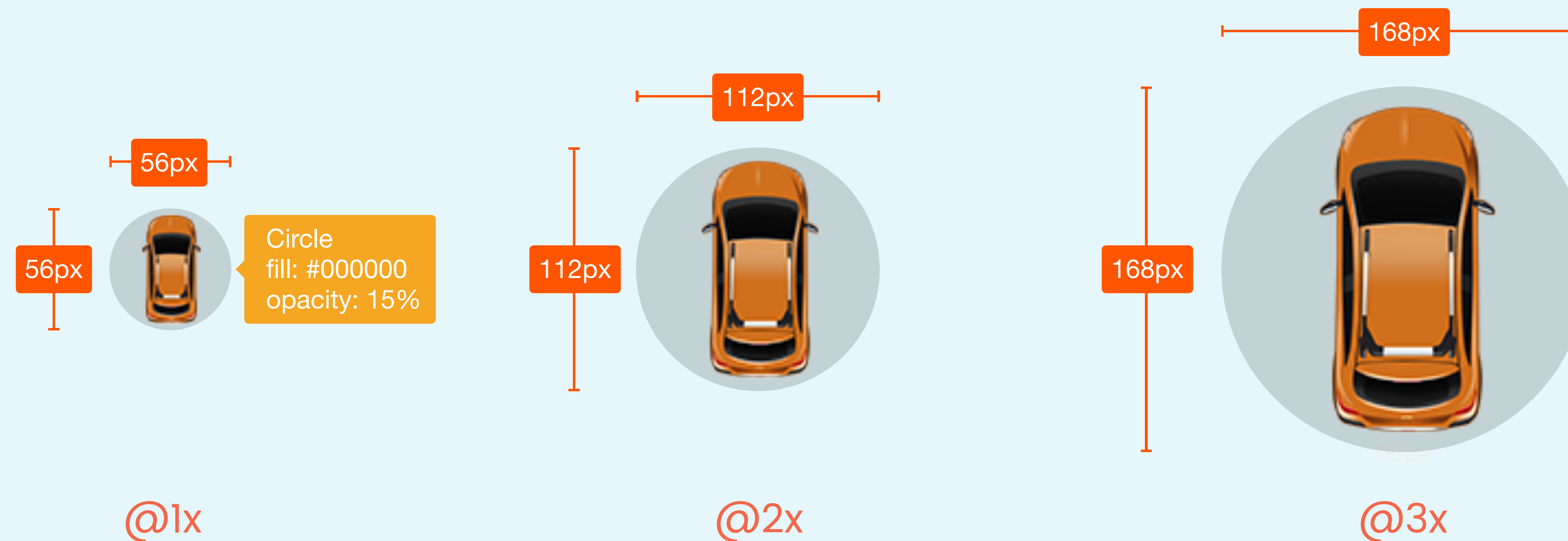**100px**
@2x

81px
150px
@3x

- The Icon should always be centered into the "cut area".
- Add an outer shadow with the following features:
    Fill: #000000, Opacity: 50%, Position x, y – 0px, 2px, Blur – 4px

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2D car asset specification - Step 2

FINAL 2D CAR ASSET SIZES

@1x - PNG, @2x - PNG, @3x - PNG

56px
56px
Circle
fill: #000000
opacity: 15%

@1x

112px
112px

@2x

168px
168px

@3x

• Create a circle under the car icon (1x size) with the following features:
  1X Size: 56px X 56px, Fill: #000000, Opacity: 15%

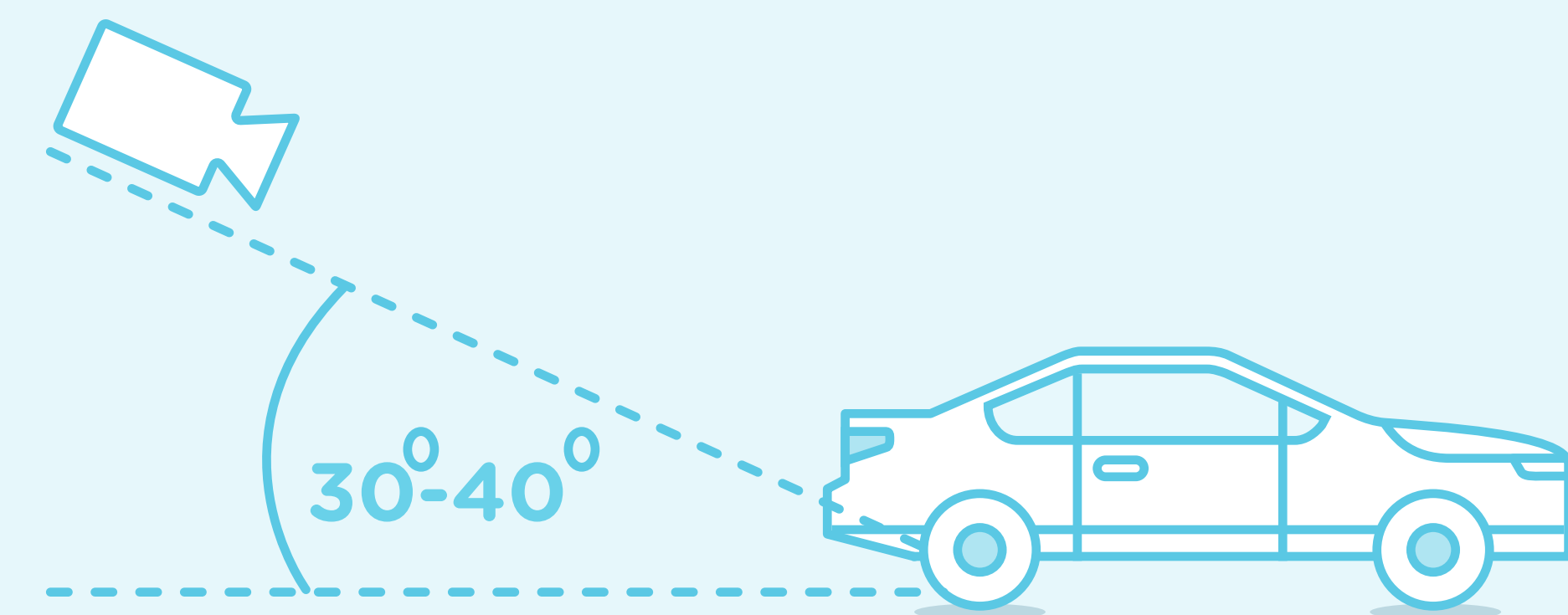# 3D car icon

CAR TOP REAR ANGLE

3D version of the car icon should be created/delivered as exampled above.
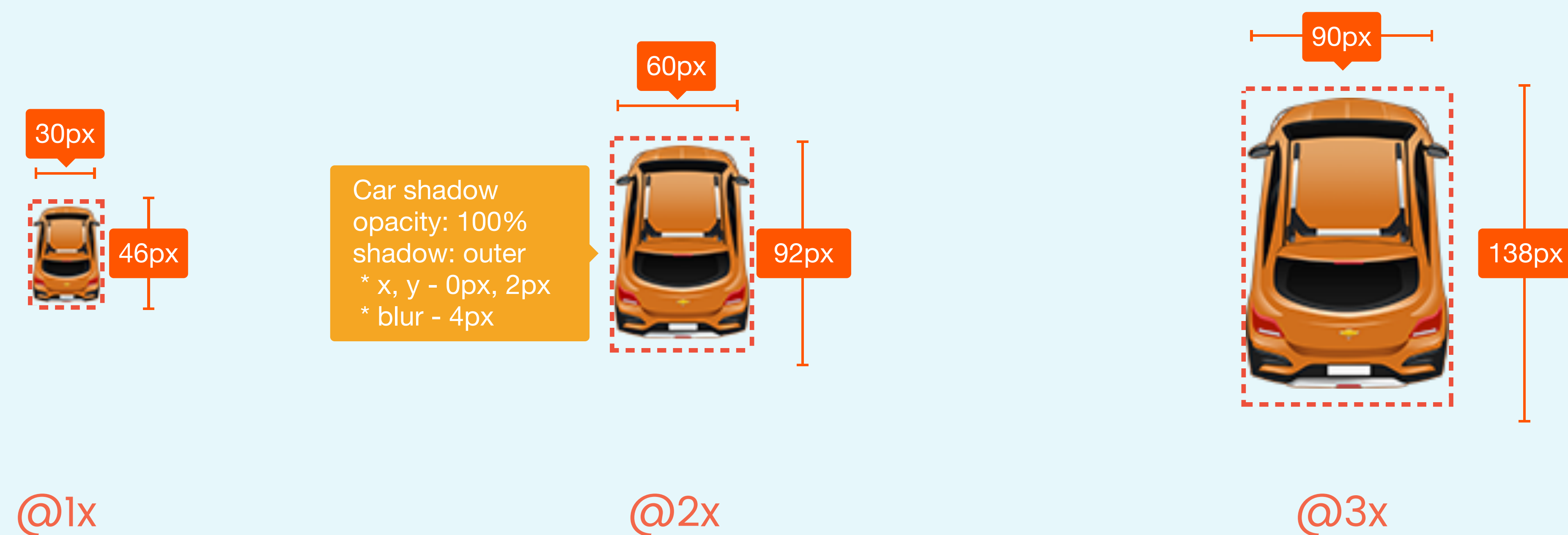The approximate angle of the view should be 30-40 degrees (as illustrated on the right). Both the rear and the hood of the car should be visible.

30^0-40^0

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3D car asset specification – Step 1

CAR ASSET SIZES

@1x – PNG, @2x – PNG, @3x – PNG

30px
46px
@1x

60px
92px
Car shadow
opacity: 100%
shadow: outer
* x, y - 0px, 2px
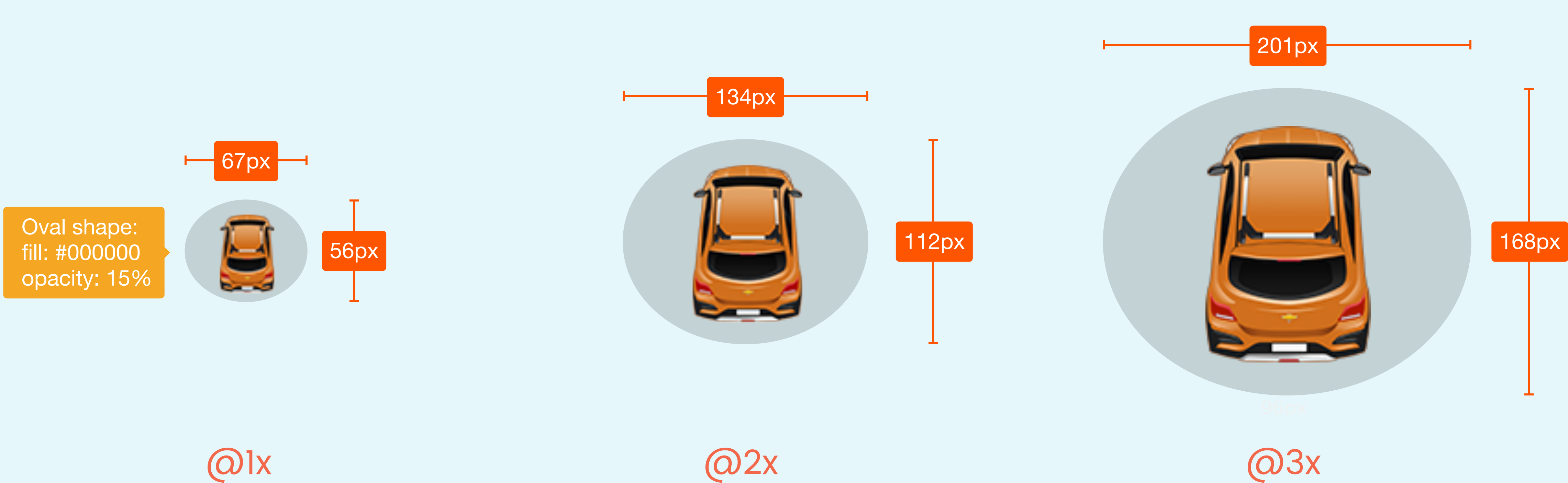* blur - 4px
@2x

90px
138px
@3x

- The Icon should always be centered into the "cut area".
- Add an outer shadow with the following features:
  Fill: #000000, Opacity: 50%, Position x, y – 0px, 2px, Blur – 4px

3D car asset specification - Step 2

FINAL 3D CAR ASSET SIZES

@1x - PNG, @2x - PNG, @3x -

Oval shape:
fill: #000000
opacity: 15%

67px

56px

@1x

134px

112px

@2x

201px

168px

@3x

- Create an oval shape under the car icon (1x size) with the following features:
  1X Size: W67px / H56px, Fill: #000000, Opacity: 15%

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