

Dollor.ai — TNC Vehicle Trade Dress Specification

Prepared for California Public Utilities Commission TNC permit application • Company: Dollor.ai (Zietra Technology Inc) • Date: July 9, 2026

1. Trade Dress Design (Primary)



FRONT DECAL — 6" × 8"
passenger-side front windshield, lower corner



REAR DECAL — 12" × 9"
rear window, passenger-side lower corner

2. Identification & Visibility

- Emblem: orange circular “\$-eyes smiley” brand mark — 4.5" diameter (front), 6.4" diameter (rear).
- Wordmark: “DOLLOR.AI” in extra-bold sans-serif; letter height ≈ 1.0" (front), 1.4" (rear).
- Legibility rule of thumb of 1 inch letter height per 10 feet gives comfortable recognition of the emblem and wordmark at 50 feet in daylight, per CPUC requirement that trade dress be visible from a distance of 50 feet.
- Material: white **reflective** vinyl (engineer-grade), so the decal is also identifiable at night under headlights.
- Removable adhesive (static-cling or low-tack vinyl) so drivers can remove trade dress when not providing TNC services.

3. Colors

Element	Color	Hex
Emblem circle / accents	 Dollor Brand Orange	#F2994A
\$ eyes, smile	 White	#FFFFFF
Wordmark	 Brand Black	#101010
Background	 White reflective vinyl	#FFFFFF

4. Placement (per CPUC TNC requirements)

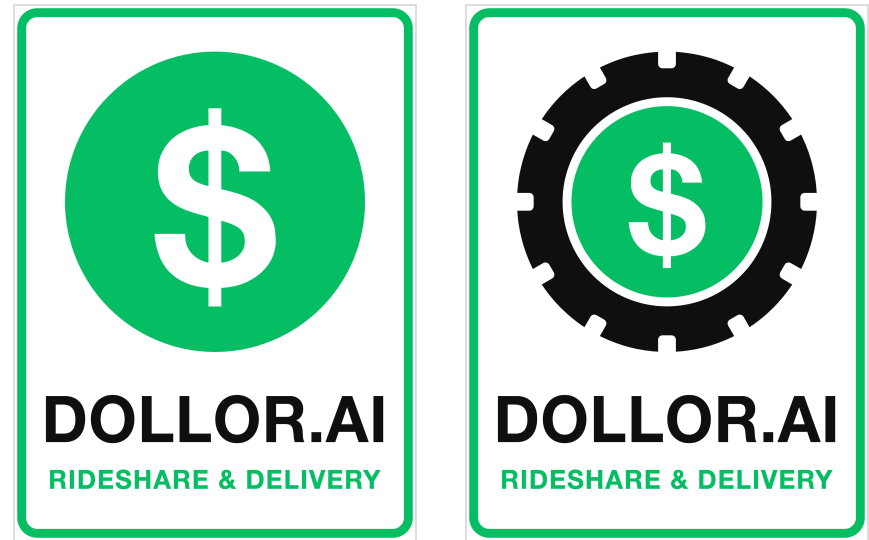
- **Front:** passenger-side lower corner of the front windshield, outward-facing.
- **Rear:** passenger-side lower corner of the rear window, outward-facing.
- Displayed at all times while the driver is logged in to the Dollor.ai driver app (available or on-trip); removed otherwise.
- Decal does not obstruct the driver’s view; placed within legal windshield-sticker zones (CVC §26708 exemption area).

5. Print Specification

Item	Front decal	Rear decal
Finished size	6 in × 8 in (portrait)	12 in × 9 in (landscape)
Artwork resolution	1800 × 2400 px (300 dpi)	3600 × 2700 px (300 dpi)

File (vector)	dollor-trade-dress-front-6x8.svg	dollor-trade-dress-rear-12x9.svg
Material	White engineer-grade reflective vinyl, UV-laminated, removable adhesive	

6. Alternate Concepts (not filed)



Alternate A — green \$ circle (driver-app mark)

Alternate B — tire with \$ hub

7. Contact

Company	Dollor.ai (Zietra Technology Inc)
Platform	Peer-to-peer matchmaking platform — rideshare & food delivery
Website	https://dollor.ai