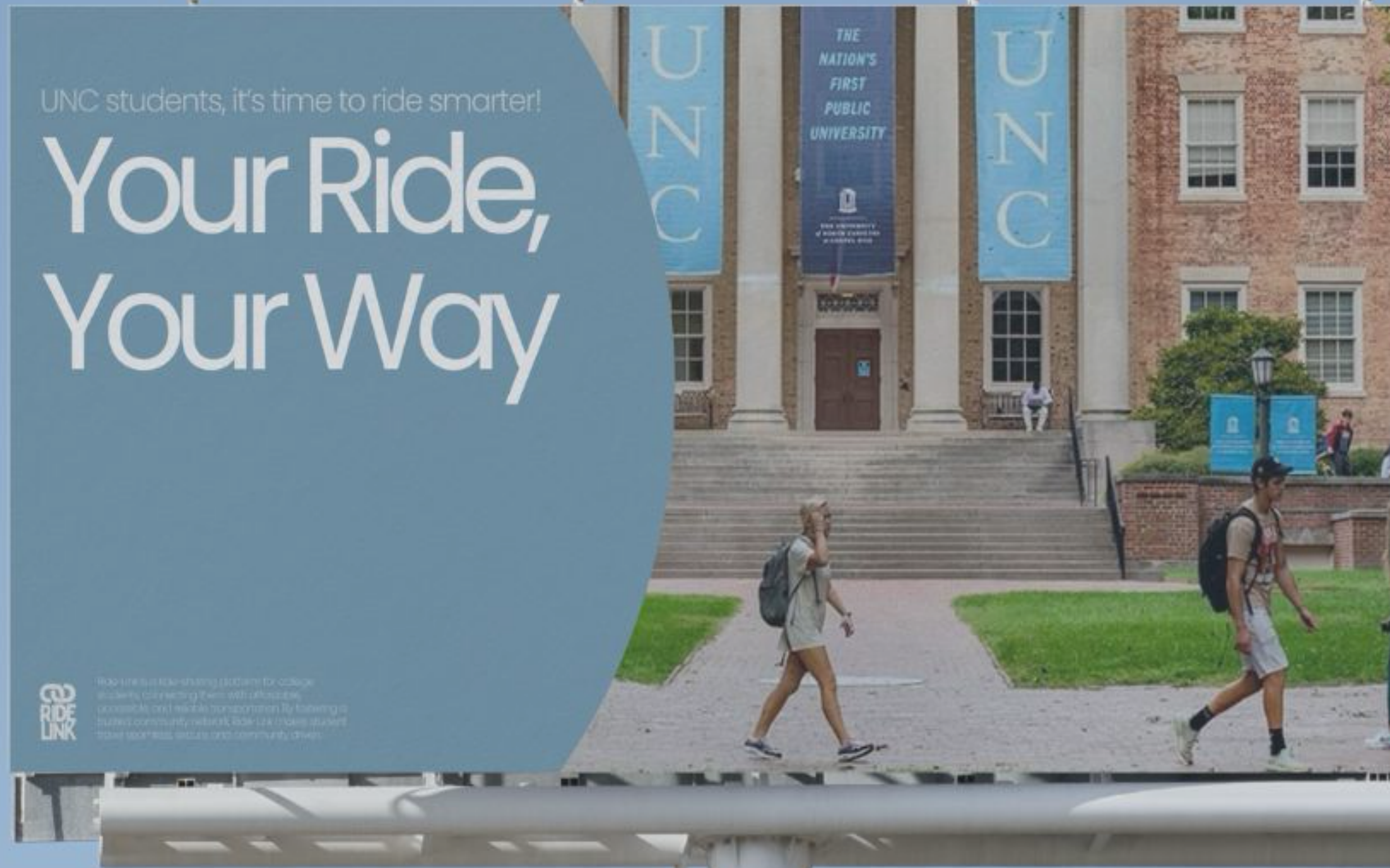




RIDELINK

Affordable, accessible, and reliable ride-sharing platform for college students.

Ride-Link set out to solve one of the biggest problems for students: getting home during university holidays. The idea grew from a vision of student ride-sharing through an app— cutting costs for medium distance trips, reducing environmental impact, and building a stronger campus community.

Name	Year	Location	Stage	Industry	Scope	©2025
Ride-Link	2024	NC, USA	Pre-Seed	Transportation	Playbook Style Guide Pitch Deck	

A mobility platform reimagining how students travel.
Built for connection, designed for trust, and powered by community.

Ride-Link

The name combines two simple words to explain both the function and the feeling of the brand. Starting with the name, it was important to convey right away what the founder aimed to achieve: linking the youth, medium-distance cities, and university hubs.

Narrative

Ride-Link is built by students, for students. Through the app, every ride becomes an opportunity to connect with others, and to travel smarter.

Mission

To empower college students with smart ride-sharing options that reduce costs, build connection, and make a positive impact. By implementing verification compliance, the platform gives users control and confidence every time they travel together.

Vision

To lead the way in student travel, Inspiring a generation to embrace shared mobility for a more sustainable future.

Problem Statement

While the product set out to solve a clear problem, their story, visuals, and messaging didn't yet reflect the community Ride-Link was trying to reach.

They came to SKULPT to clarify who they are, align the team around a shared vision, and create a brand that could inspire both users and investors.

What we did

SKULPT led Ride-Link through the Skulpting Process, creating a complete brand identity, visual system, and investor-ready deck. The process transformed the ride-sharing platform into a coherent, purpose-driven, and community-centered brand.

The Sculpting Process

Built on Ride-Link's values

Affordability, Safety & Community

Our Process

Description

The Skulpting Process is built around three founder-centric workshops where we co-create the brand with the founders, not for them. In eight weeks, we accelerate identity, strategy, messaging, and visuals that would typically take months into just a few weeks. For Ride-Link, that meant going from zero, to fully formed.

Pre-Skulpting Phase | Week 0

We begin with onboarding surveys and the Skulpting Kickoff to understand where your brand stands and what success looks like for you.

Workshop One | Week 1

We uncover the why of your company and create a defined identity through conversation and creative exercises, defining what your project truly stands for.

Workshop Two | Week 3

After company values, brand persona, and an industry analysis, we get into messaging. Here we set the guidelines to speak to your audience and investors.

Workshop Three | Week 5

We refine the visual direction and piece together every element of your brand ensuring the vision, story, and design move as one.

Final Deliverables | Week 6

We polish, organize, and hand off all brand materials in deliverables: brand SWOT Analysis, Playbook, Style Guide and Pitch Deck.

Post-Skulpting Phase | Week 8

Our relationship extends beyond the eight weeks. You become a part of the SKULPT Circle and receive the last deliverable, the Alignment Indicator Report .

The Results

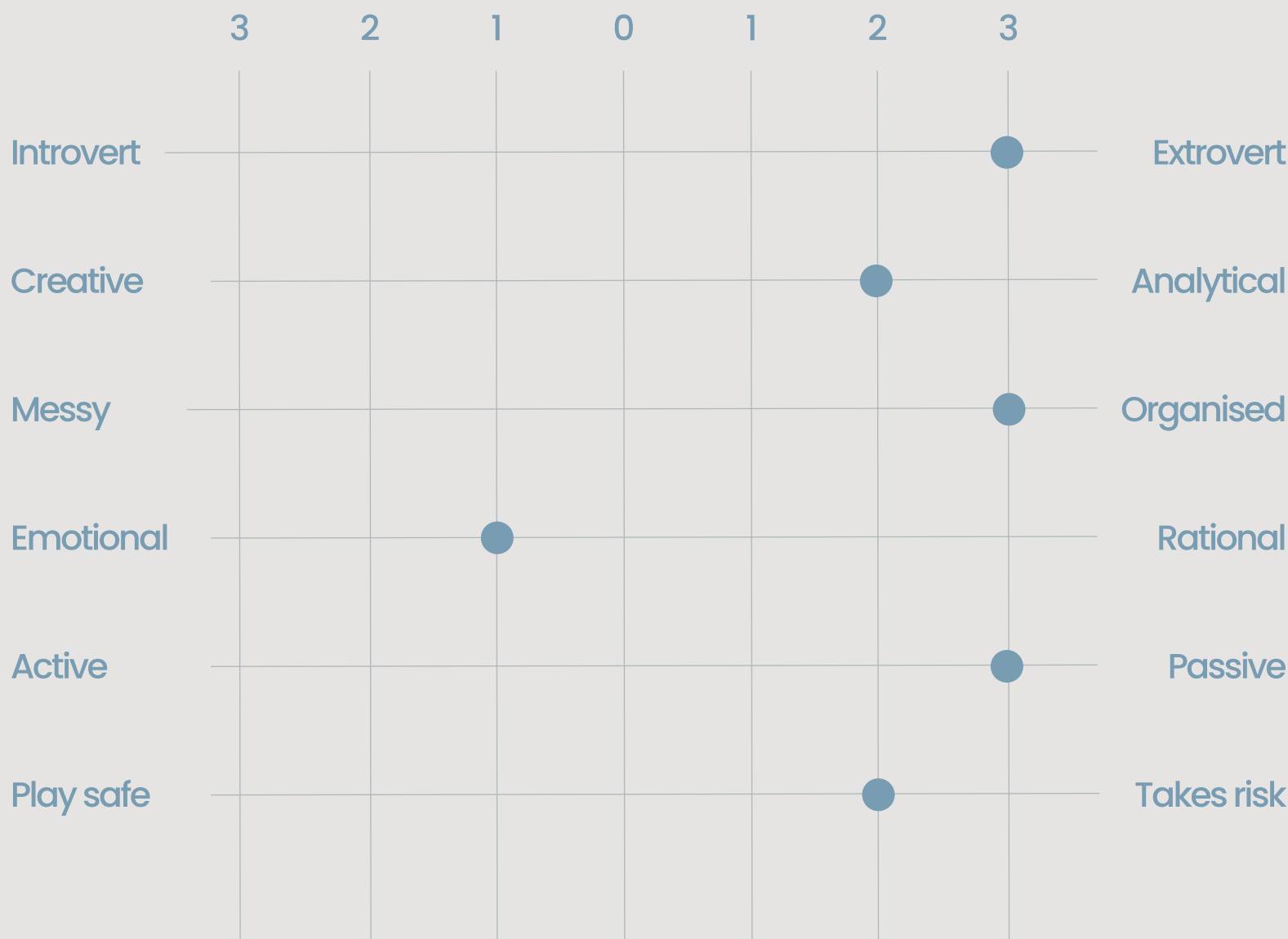
Built on SKULPT's philosophy

Making Good Ideas Greater

Personality Slider

Brand Identity

We workshopped Ride-Link's brand persona creating an authentic brand identity built to evolve with new milestones.



Brand Persona

“Riley was perfect. That one persona embodied the tone, the voice, the values—everything of this organization. I didn’t even know you needed something like that.”

— Shuban Gouri, Founder, Ride-Link

How does it contribute to the brand?

A brand persona is the human-like aspect of a company. It shapes the way a company communicates, interacts, and presents itself to the world. Just like we humans do, a brand has traits, values, and a distinct way of engaging with others.





The brand persona
captured our values so
well, it felt like a real
team member “

— Shuban Gouri, Founder, Ride-Link

Brand Tagline

We made sure Ride-Link's tagline captured the essence of their service: tap to open the app, match with classmates heading the same way, and ride with ease. The tagline is direct, action-driven, and student-friendly. It's also flexible enough to be used across all marketing materials and social channels in any format.

Tap.
Match.
Ride.

How does it contribute to the brand?

There is real power in the combination of letters and sounds. Taglines stick with us because they mean something—and when used consistently, audiences start to recognize and remember a brand. Ride-Link's tagline does exactly that.



I was positively surprised by how quickly you pulled the deliverables together. I didn't know you picked up on all that information that I threw at you in like one or two meetings, but you did."

— Shuban Gouri, Founder, Ride-Link

Logosuite

Description

The Ride-Link logo uses a bold, hand-drawn typeface inspired by college notebook doodles, evoking a playful and spontaneous spirit. The interlocking “C” hyphen symbolizes connection and movement, reflecting RideLink’s mission to link students and journeys together.

Primary

RIDE  **LINK**

Stack


RIDE
LINK

Submark



Wordmark

RIDE  **LINK**

Color Palette

Description

Ride-Link’s color palette reflects its laid-back, playful, and creative brand identity while maintaining a sense of trust and reliability. Inspired by UNC’s colors, the palette blends approachability with a modern feel. The combination of soft neutrals, deep blues, and calming grays creates a visual language that feels spontaneous yet dependable.

Ride Blue
#5B6F80

Cloud White
#FCFBFC

Soft Stone
#E6E4E2

Steel Gray
#AFB8BB

Charcoal Drive
#232321

Sky Link
#789CB2

BOBBY JONES SOFT

Headings

Bobby Jones is the perfect header font for Ride-Link because it mirrors the brand's playful and soft-natured personality. Its hand-drawn feel evokes the look of scribbles in a friend's notebook—informal, inviting, and approachable for students.

Poppins Regular

Subheadings Bolded Text

Poppins Regular is used for subheadings and bolded text because of its clean, modern, and structured look. While Ride-Link has a relaxed and playful tone, it's also a reliable service. Poppins Regular balances that energy by adding a sense of clarity and professionalism to important details. Its geometric shapes ensure readability while maintaining a friendly and approachable feel.

Poppins Extra Light Poppins Thin

Body

Poppins Extra Light keeps communication light, effortless, and easy to read. Its thin strokes make longer paragraphs feel breathable and smooth, reducing visual weight while maintaining a modern and sleek appearance. This complements Ride-Link's clear and transparent brand voice, ensuring that all written content is digestible and welcoming.

Tap
Match
Ride.



It's Time
To Ride
Smarter



RIDE²LINK

Pitch Deck

From aspiring to investor-ready

Throughout the Skulpting process, Ride-Link not only defined its brand but also received an investor-ready pitch deck for future funding rounds.

RIDE LINK

Connecting Students for Smarter, Shared Journeys.



RIDELINK

WHAT DO YOU NEED?



JUST STARTING
YOUR JOURNEY?



IN IT ALL
ALONE?



NEED A PICK-
ME-UPPER?

RIDELINK



FILL UP YOUR EMPTY SEATS
(MAKE NEW FRIENDS)



- UNIVERSITY ID REQUIRED
- DRIVER LICENSE REQUIRED
- RIDE TRACKING
- MUTUAL RATING SYSTEM

RIDELINK

SOLVED!



MEDIUM DISTANCE
RIDESHARE

AFFORDABLE
PRICING

LESS CO2
EMISSIONS

RIDELINK

PROBLEMS:

2. THERE IS NO WAY OF
GETTING HOME
WITHOUT A CAR.



Working with SKULPT gave us the clarity to confidently walk into meetings and explain our brand to investors, partners, and customers.

The process felt tailored to our mission, and the deliverables went beyond our expectations. Our branding now feels adaptable to future growth and truly reflects who we are.”

— Shuban Gouri, Founder, Ride-Link

10/10

value rating



Working with SKULPT was a transformation."

— Shuban Gouri, Founder, Ride-Link



What impressed me most was the energy: every meeting left me motivated and confident, like I had a hype team behind me. SKULPT became part of our team, giving us the clarity and confidence to present ourselves to the world.”

— Shuban Gouri, Founder, Ride-Link



Absolutely incredible partner and team! As a founder, I not only received support with branding but also gained clarity on how to better communicate the vision behind my startup, both to early-stage team members and to the public.

I enjoyed working with the SKULPT team and would recommend them to any other founders or companies. I can't wait to collaborate with them on my next startup."

— *Shuban Gouri, Founder, Ride-Link*

RIDE@LINK