

APPLYING THE AMERICAN EXPRESS BLUE BOX LOGO | APPLYING THE AMERICAN EXPRESS BLUE BOX LOGO



# Contents and Overview

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The American Express Blue Box logo is recognized around the world as a symbol of our commitment to unsurpassed service, expertise, and integrity. To support our strong and recognizable visual identity, it is essential to use the Blue Box logo in the colors and formats specified in these guidelines.

Because of its global recognition and equity, all American Express products are marketed with the Blue Box logo. To prevent consumer confusion, no new logos may be created for any American Express product, service, marketing program or business unit. Please contact Global Brand Management for more information.

To download logo artwork visit the American Express Brand site [www.americanexpress.com/brand](http://www.americanexpress.com/brand) or e-mail Logo Request on Lotus Notes.

# Size and Color

The recommended size of the Blue Box logo is 0.5" (12.7mm) wide for most standard-page size applications. The minimum size is 0.375"(9.525mm). The recommended online size for the logo is 45 x 45 pixels.

The 4-color, 2-color, and black and white Blue Box logos each contain a radial gradient specifically created to enhance the contrast between the Blue Box and the background.

In all versions of the logo, the outline of the words "American Express" in the Blue Box must always be white, regardless of the background color on which the logo appears. In print communications, use the appropriate color formula based on the paper stock selected (coated vs. uncoated).

\*The colors reproduced here are not intended to match Pantone® color standards, which are available from Pantone, Inc. Be sure to use the actual Pantone colors as noted.



Recommended Size: 0.5"  
(12.7mm)



Minimum Size: 0.375"  
(9.525mm)



The **4-color gradient** [AXP\_4C\_grad.eps] is the recommended format version and should be used whenever possible.



The **2-color gradient** [AXP\_2C\_grad.eps/blueboxgradPS\_2C\_grad.eps] version, created with Pantone®\* 285 and Pantone® 297, is for use in premium spot-color applications.



The **black and white gradient** [AXP\_BW\_grad.eps] version is recommended for applications limited to black and white printing.



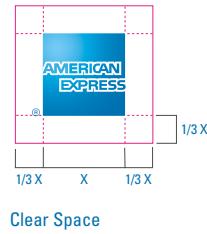
For special situations (like embroidery), a **1-color solid in Pantone 285** [AXP\_1C\_solid.eps] and a **1-color solid black** [AXP\_BW\_spot.eps] version were created without the radial gradient to ensure that the Blue Box logo reproduces at the highest quality.

## Clear Space and Placement

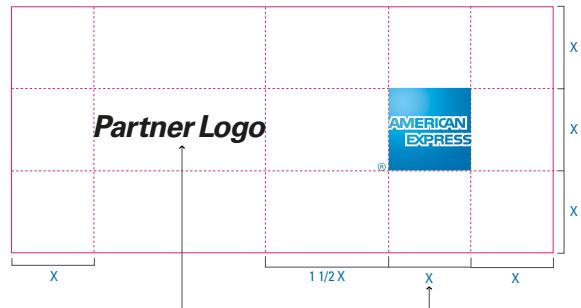
Always use the recommended clear space of 1/3 the width of the Blue Box, as shown, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo's impact. If the logo is placed over simple photographic imagery or graphics, the contrast level and integrity of the logo must not be compromised.

Clear space between the Blue Box logo and another logo should equal at least 1 1/2 times the width of the Blue Box. Logos should never be stacked vertically. The American Express Blue Box logo should always appear on the right

There is one exception to the clear space rule: An alternate clear space of 1/5x has been defined for use with the new American Express Brand thread. This relationship is further defined on the Blue Box thread page within the American Express Brand site: [www.americanexpress.com/brand](http://www.americanexpress.com/brand).



Clear Space



Horizontally center the partner logo with the American Express Blue Box

X equals the height of the Blue Box

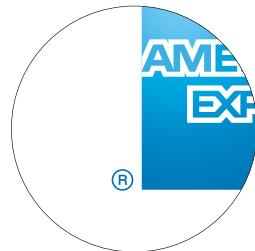
Logo Lockup and Clear Space

## Registration Mark

The registration mark “®” must always appear with the American Express Blue Box logo. It must always appear as blue except in the 1-color black and white versions, where it should appear as black.

All size relationships are fixed and part of the electronic artwork available in the Downloads section of the American Express Brand Site: [www.americanexpress.com/brand](http://www.americanexpress.com/brand)

Examples of correct placement and usage of the registration mark are shown here and throughout these guidelines.



## Do's and Don'ts

The following examples illustrate correct and incorrect use of the Blue Box logo.

### Do



Use the Approved Logo Artwork



Use the Gradient and Tonal Backgrounds Behind the Logo

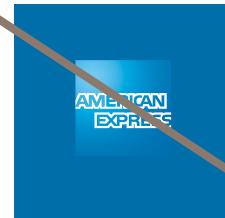


Use Contrasting Background Colors to Enhance the Contrast of the Logo

### Do Not



Do Not Alter the Logo Elements



Do Not Place the Logo on Flat Blue Backgrounds



Do Not Place the Logo on Backgrounds That Compete

## Do's and Don'ts (cont'd)

The following examples illustrate correct and incorrect use of the Blue Box logo.

### Do



Use the Approved Logo Artwork

MAKE LIFE REWARDING



Maintain the Proper Clear Space  
of the Blue Box Logo

### Do Not



Do Not Crop the Logo



Do Not Violate the Clear Space  
of the Logo