

# ELECTRONIC LOGO USAGE GUIDELINES FOR AMERICAN EXPRESS MERCHANTS



Thank you for displaying the American Express logo on your website - this lets Card Members know they are welcome every day!

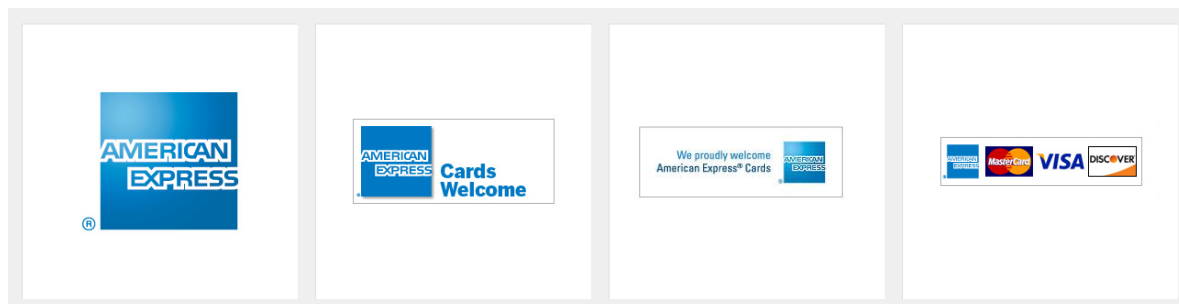
The guidelines below will help make it easy for you to display the American Express logo on your website, and help you comply with American Express brand policies for merchants.

## Turn browsers into buyers

Displaying the American Express logo can help attract those Card Members who look for confirmation of American Express® Card acceptance when making online purchasing decisions, potentially increasing your online sales.

We offer digital logos in a variety of sizes and layouts that can be placed on your homepage, products and services pages or checkout pages. Choose the logo that's right for your business and order other complimentary business supplies by visiting [americanexpress.com/merchantsupplies](https://americanexpress.com/merchantsupplies).

## Sample electronic logos (more options available online)



## General Online Logo Display Requirements

An approved American Express logo must be displayed with at least equal prominence as other general purpose payment logos, such as Visa®, MasterCard® and Discover®, wherever those logos are displayed on a web site.

The term "American Express®" must be displayed in full with at least equal prominence and accessibility as other general purpose payment options, such as Visa®, MasterCard® and Discover®, wherever those terms are displayed on a website. American Express® should not be listed under "Other" or secondary payment menus.

American Express logos are intended solely for the use of American Express merchants.

Only approved American Express logos may be displayed on a merchant's web site.

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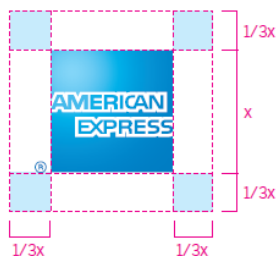


## “Blue Box” Logo Display Requirements

When using the “Blue Box” logo, the following guidelines must be followed:

- Always use American Express-issued and approved logo artwork, available for download from [americanexpress.com/merchantsupplies](https://americanexpress.com/merchantsupplies)
- The Blue Box logo cannot be modified, shortened, stretched or altered in any way. The American Express typography inside the Blue Box cannot be used outside of the Blue Box. Do not cut, realign, reduce or enlarge any element of the logo, and do not alter the Blue Box to credit card shape.
- The logo must always be surrounded by open space. A minimum distance of 1/3 of the Blue Box height must be allowed above, below and to the sides of the logo, unless distributed as such by American Express.
- Please note the positioning of the registration mark, which always sits at the lower left-hand corner of the box. The “®” symbol is part of the art and should never be altered or removed.
- The recommended online size for the Blue Box logo is 45 pixels high, and the preferred logo version for use at this size (or larger) is the version of the Blue Box logo with the 2 color radial gradient. Look for logos labeled ‘2 color gradient’.
- The non-gradient Blue Box is to be used only when space does not allow for the 45 pixel gradient Blue Box, such as small banners, overlays, drop-downs, mobile and URL bars. In these instances, please utilize the pre-made, approved logo artwork in 36, 22 or 16 pixel height. Look for logos labeled ‘1 color’ and select the pixel height/width appropriate to your needs.

### CLEAR SPACE



### REGISTRATION MARK



### MINIMUM SIZE (RECOMMENDED)



### MINIMUM SIZE OVERRIDE



### DOS



Use the approved logo artwork.



Use gradient and tonal backgrounds behind the logo.



Use contrasting background colors to enhance the contrast of the logo. AE Core Blue

### DONT'S



Don't alter the logo elements.



Don't crop the logo.



When scaling the logo, scale it proportionately and don't distort it on either axis.

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## "Blue Box" Logo Display Requirements: Print Applications

- The Blue Box logo cannot be specified smaller than 5/8" in electronic media and 3/8" in print material.
- The Blue Box logo must always be reproduced in American Express blue (PMS 285) unless a piece is black and white only. The logo can then be printed in black. The Blue Box logo should never be reproduced on a blue background that is close in color to Pantone 285<sup>1</sup>.
- The words "American Express" inside the Blue Box logo must always be outlined in white, regardless of the background color upon which the logo appears. The Blue Box logo may not be reversed to a white box/blue type for any reason.
- The American Express logo may not be incorporated into line drawings, cartoons or artistic depictions other than those provided by American Express.

## American Express® Card Name Display Requirements

When referring to the American Express® Card in type or copy form on your website or print applications, the following guidelines must be followed:

- The first or most prominent time the words "American Express" appear in a headline or body copy, the ® must appear after the word "Express".
- The American Express Card is always referred to as "the Card" or "your Card." The "C" in Card(s) must be capitalized.
- When referring to making a payment on an American Express Card, the customer pays with the American Express Card, not on it. The customer does not "charge it to" the American Express Card.
- When typesetting "the American Express Card" in body copy, try to keep the entire phrase on one line. Do not hyphenate any words.

<sup>1</sup> Pantone® is a registered trademark of Pantone, Inc