

American Express

Q1 Mobile MR: Mobile Splash Page

AMEXCCSG-160
graph-specs-q1-mr-mobile-splash.indd // 02.11.14

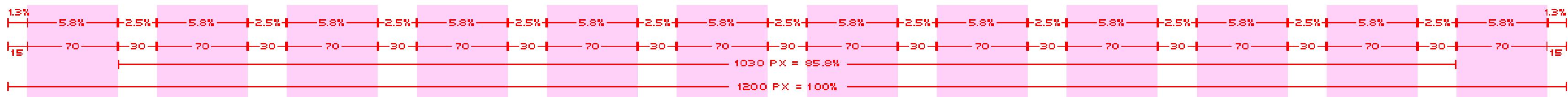
DESKTOP: 1200PX = 100%
(Pixel / Percentage Hybrid)



Change Log - Latest updates in this document Hi-lighted in YELLOW

Introduction

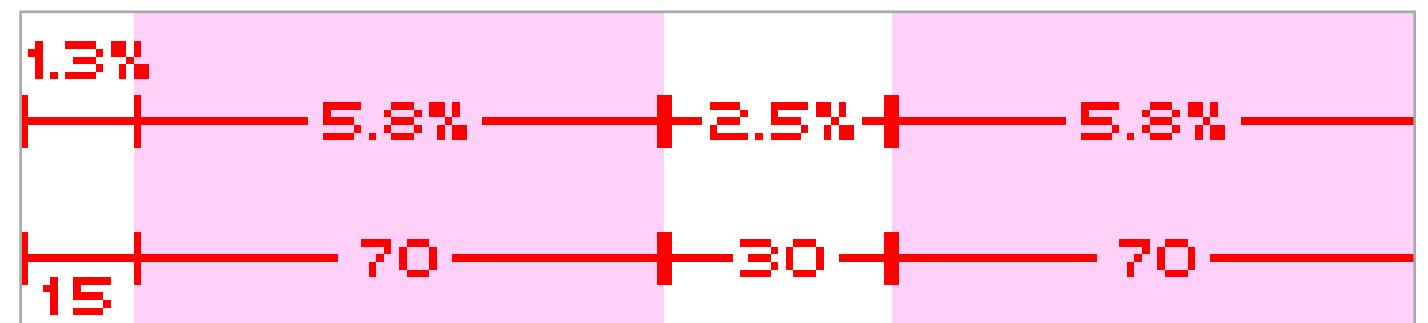
Desktop 12 Column Grid



1200px = 100%

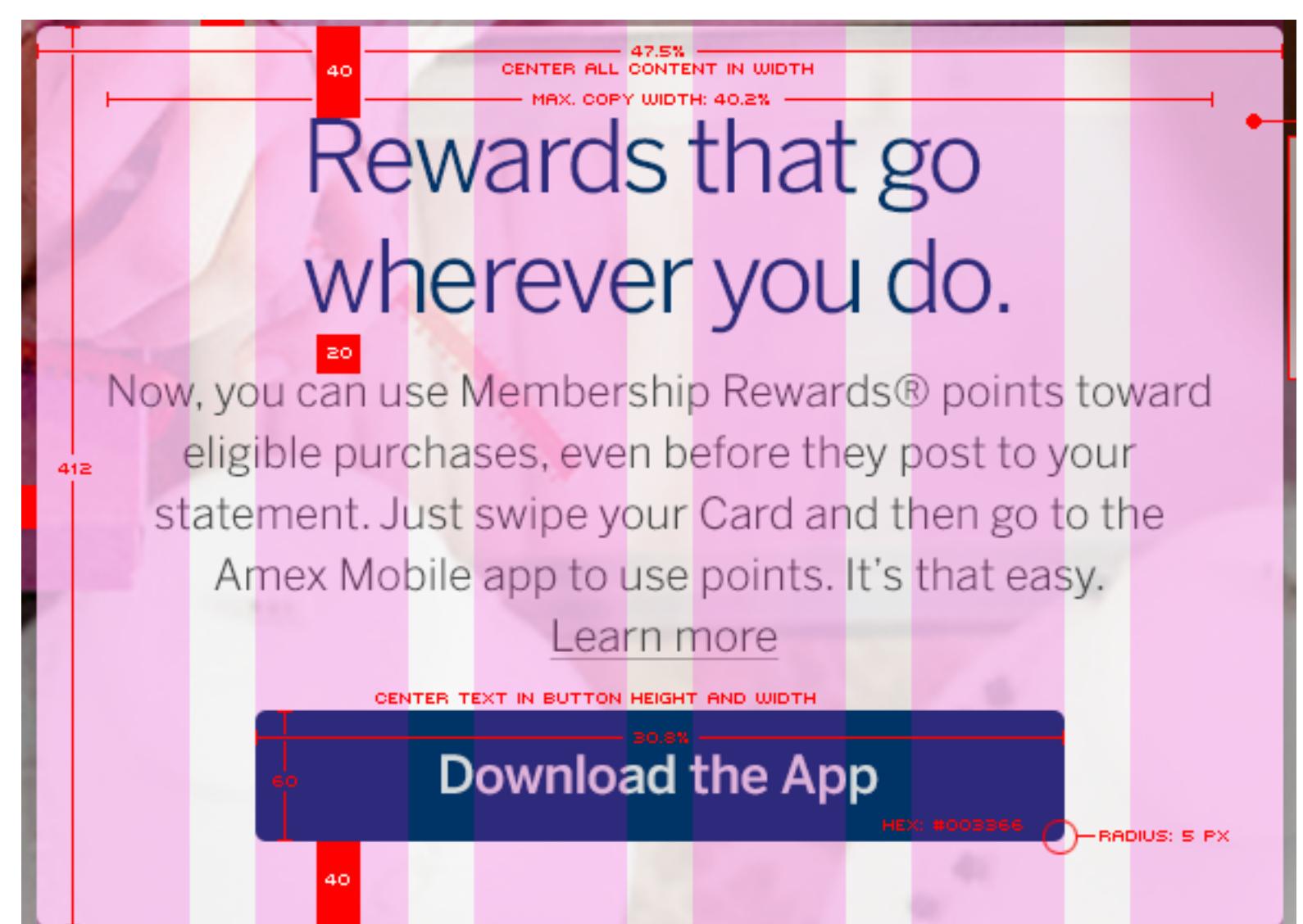
The 12 column 70 pixel grid has been converted to percentages where 1200px = 100%.

- Columns are 5.8% with 2.5% indent margins & 1.3% gutters.
- The layout centers & additional space will auto fit on either side when browser values exceed XXpx/100%.



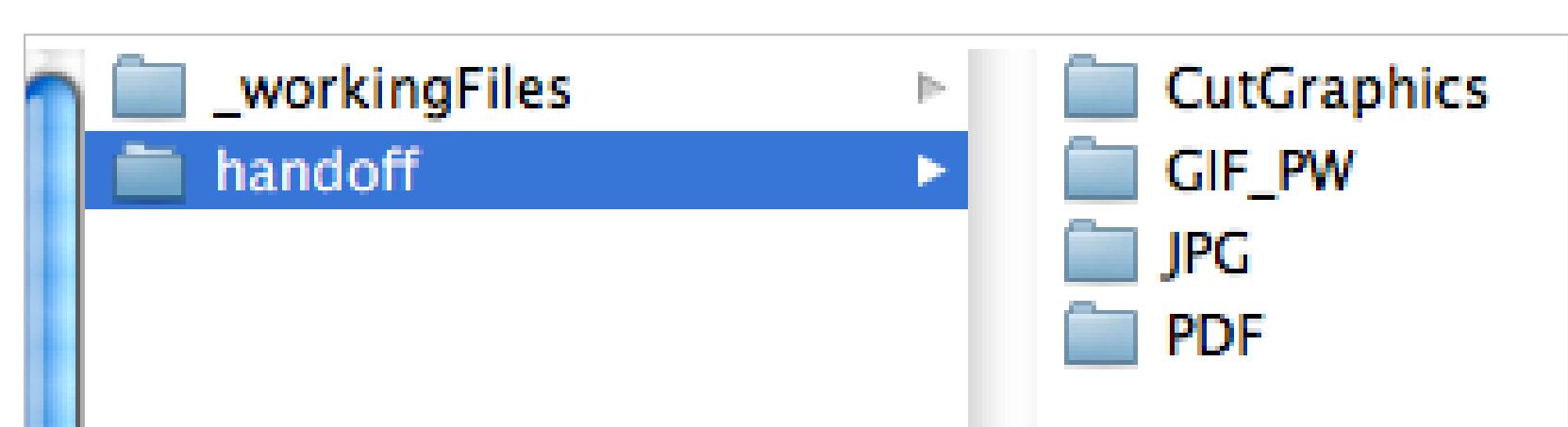
Percentage Pixel Hybrid

The above values can be found on every Pixel Width (PW). They should be used as a guide, in conjunction with horizontal percentages & vertical pixels; to layout elements, derive their dimensions, & to keep consistency with the aesthetic of the designed creative.



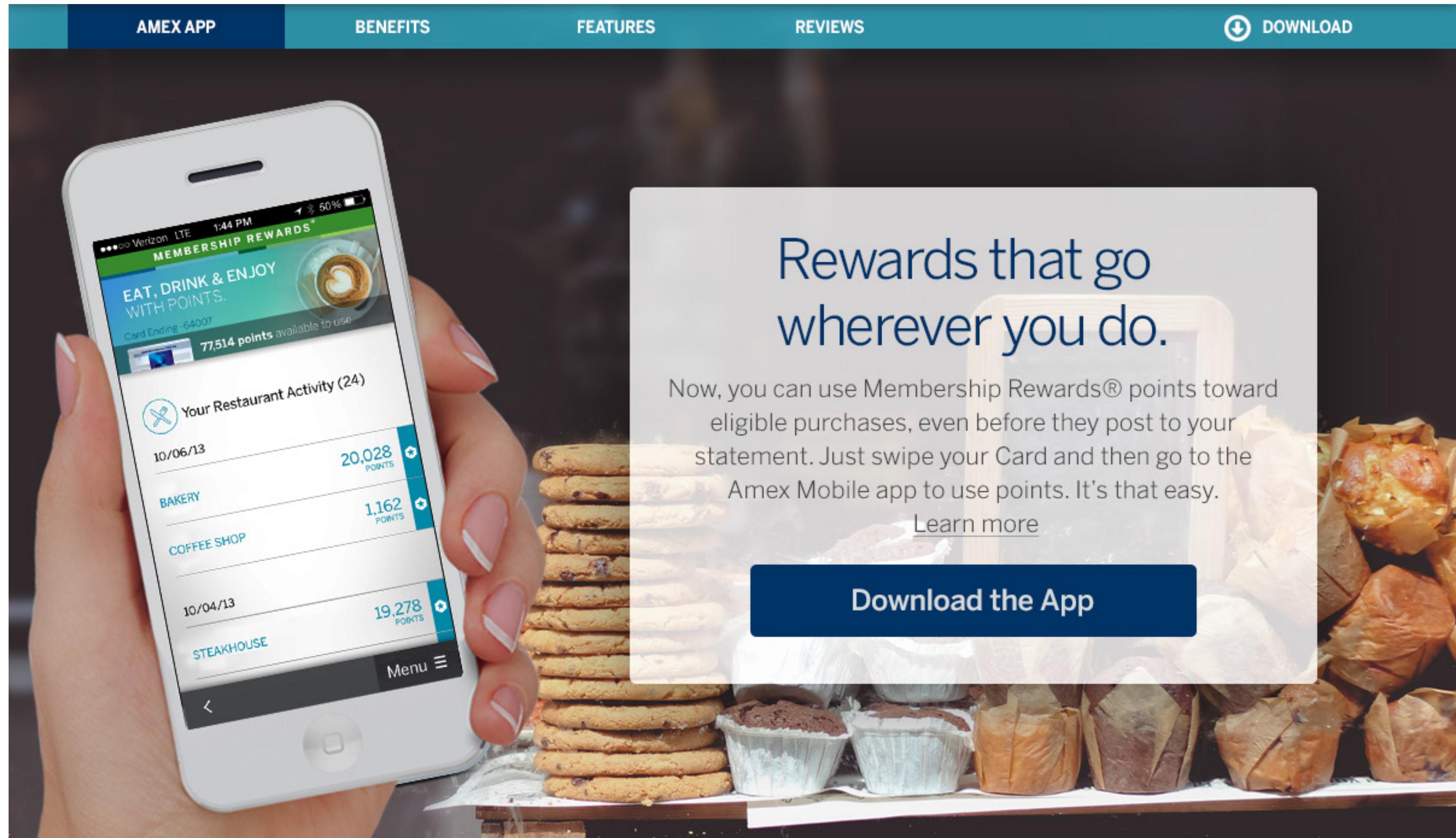
* Source Files

This spec doc (PDF) contains all documented production materials needed for development. The PDF should be used in conjunction with source JPGs, GIF PWs, Cut Graphics for needed detail & clarity. All source files contained in the handoff folder & should be referenced for development.



Comps

Option 1 - The Bakery



AMEX APP BENEFITS FEATURES REVIEWS  DOWNLOAD

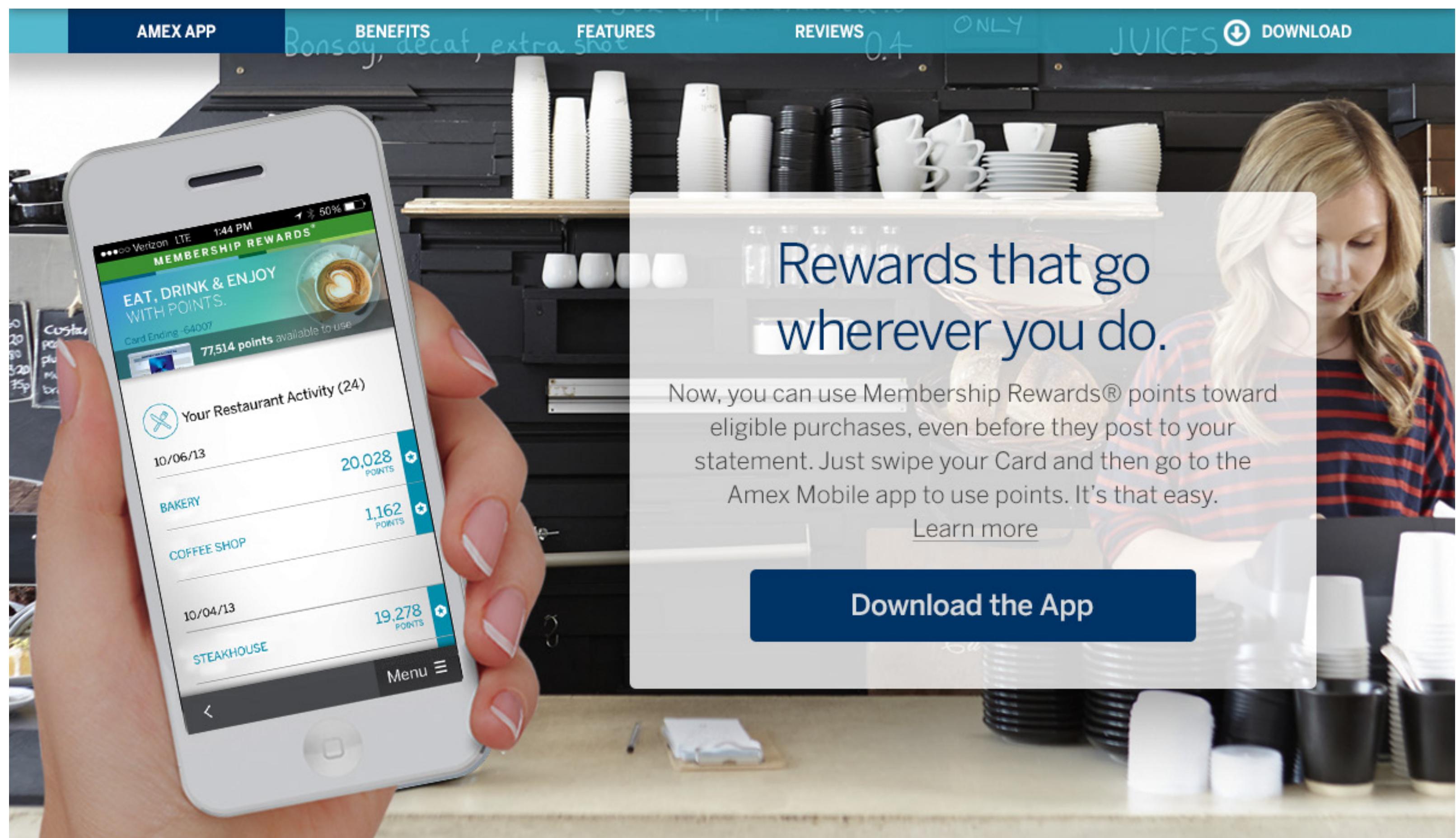
Rewards that go wherever you do.

Now, you can use Membership Rewards® points toward eligible purchases, even before they post to your statement. Just swipe your Card and then go to the Amex Mobile app to use points. It's that easy.

[Learn more](#)

[Download the App](#)

Option 2 - At The Counter



AMEX APP BENEFITS FEATURES REVIEWS  DOWNLOAD

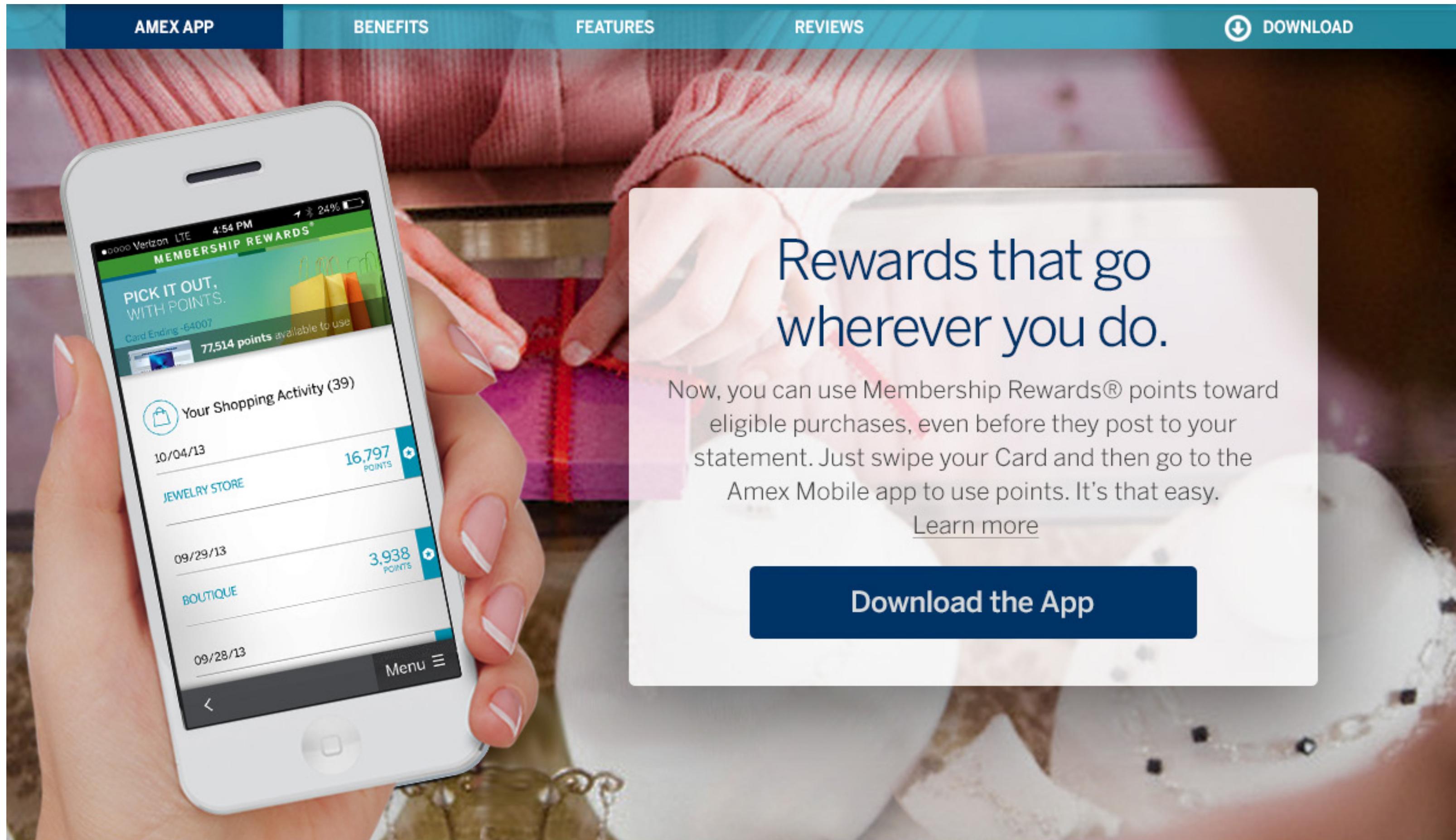
Rewards that go wherever you do.

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[Learn more](#)

[Download the App](#)

Option 3 - The Jewelry Store



AMEX APP BENEFITS FEATURES REVIEWS [DOWNLOAD](#)

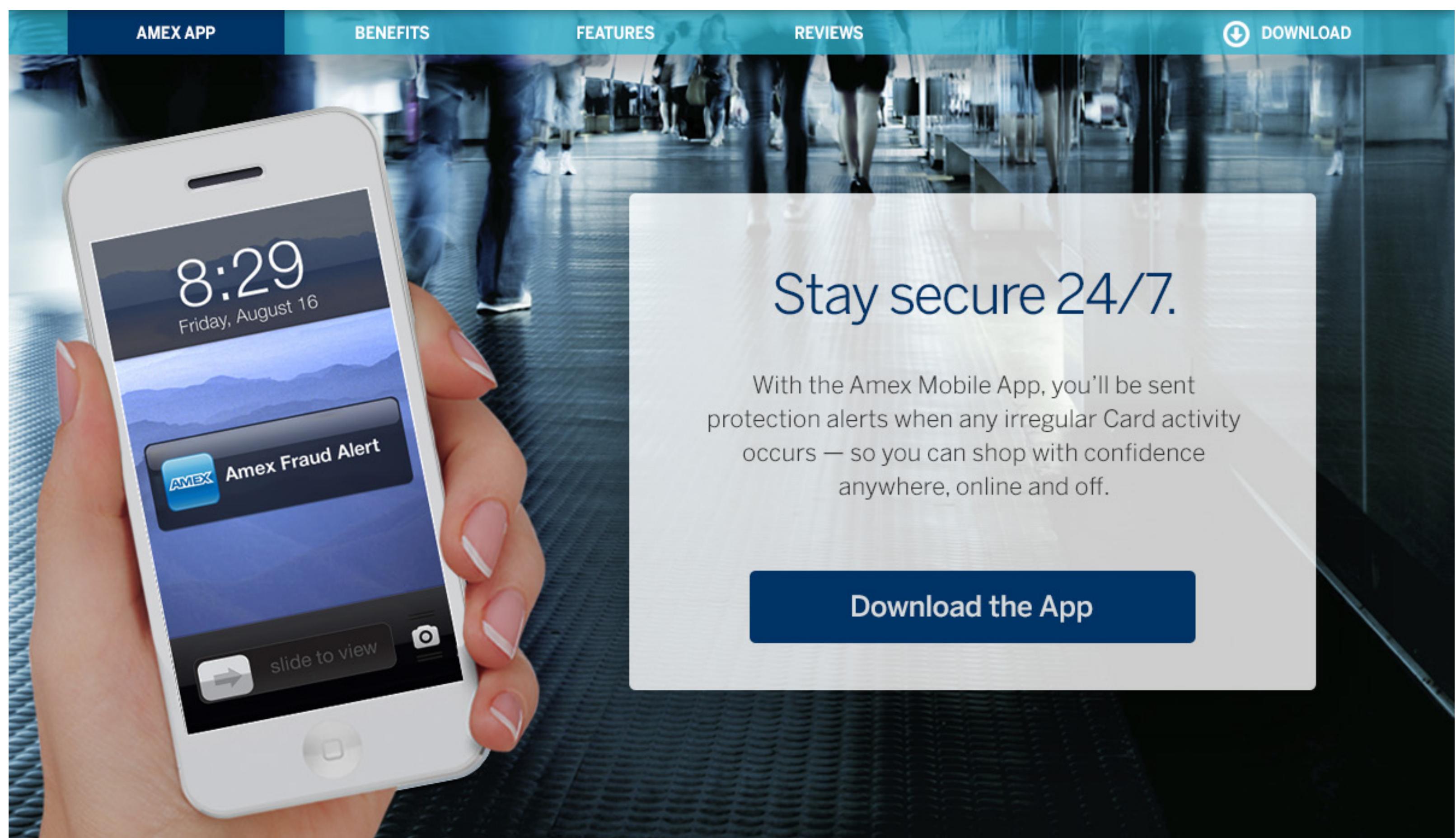
Rewards that go wherever you do.

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[Learn more](#)

[Download the App](#)

Option 4 - Security Option



AMEX APP BENEFITS FEATURES REVIEWS [DOWNLOAD](#)

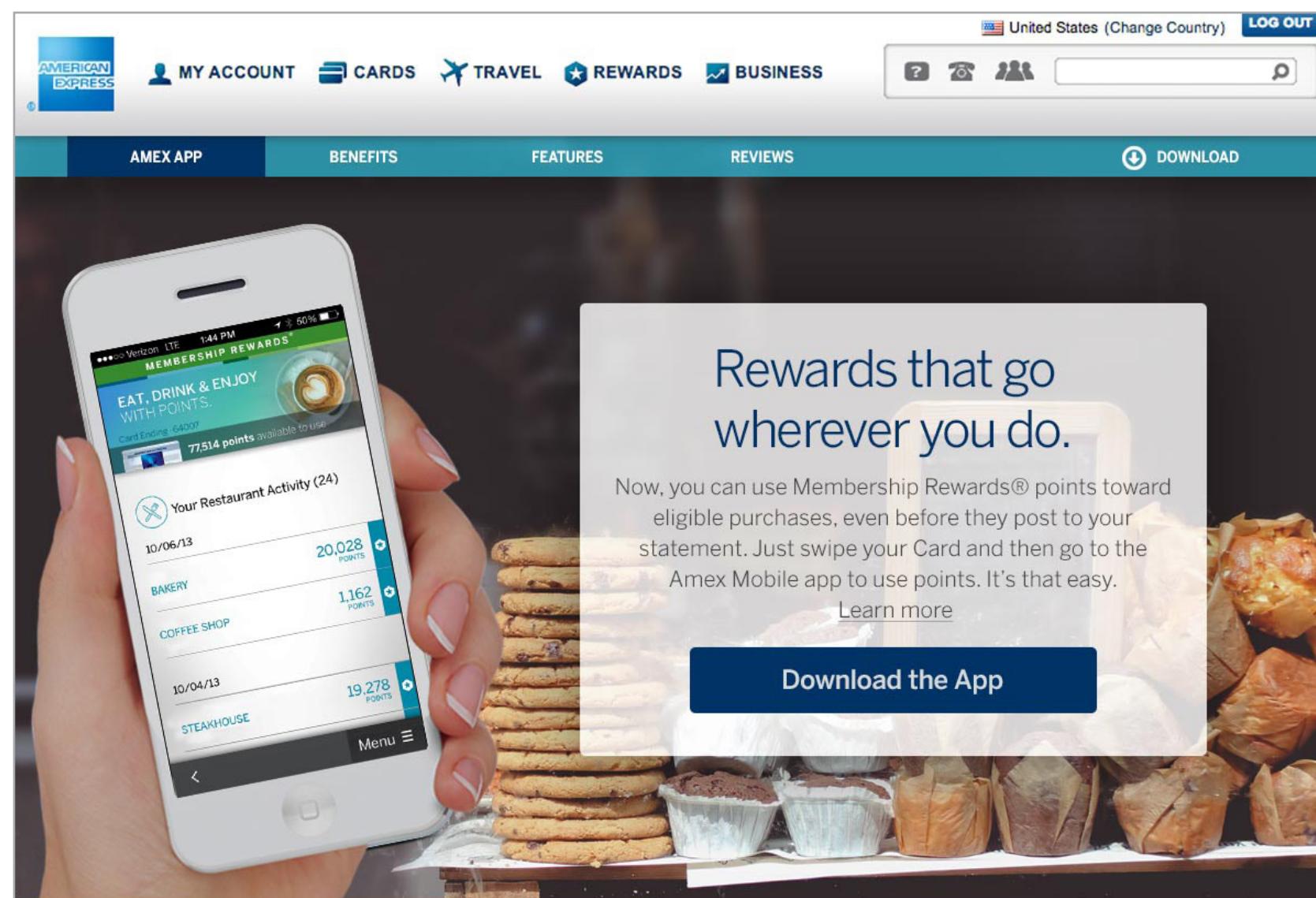
Stay secure 24/7.

With the Amex Mobile App, you'll be sent protection alerts when any irregular Card activity occurs — so you can shop with confidence anywhere, online and off.

[Download the App](#)

Comps - Q1 Mobile MR: Mobile Splash Page

umc-q1-mr-mobile-splash.jpg

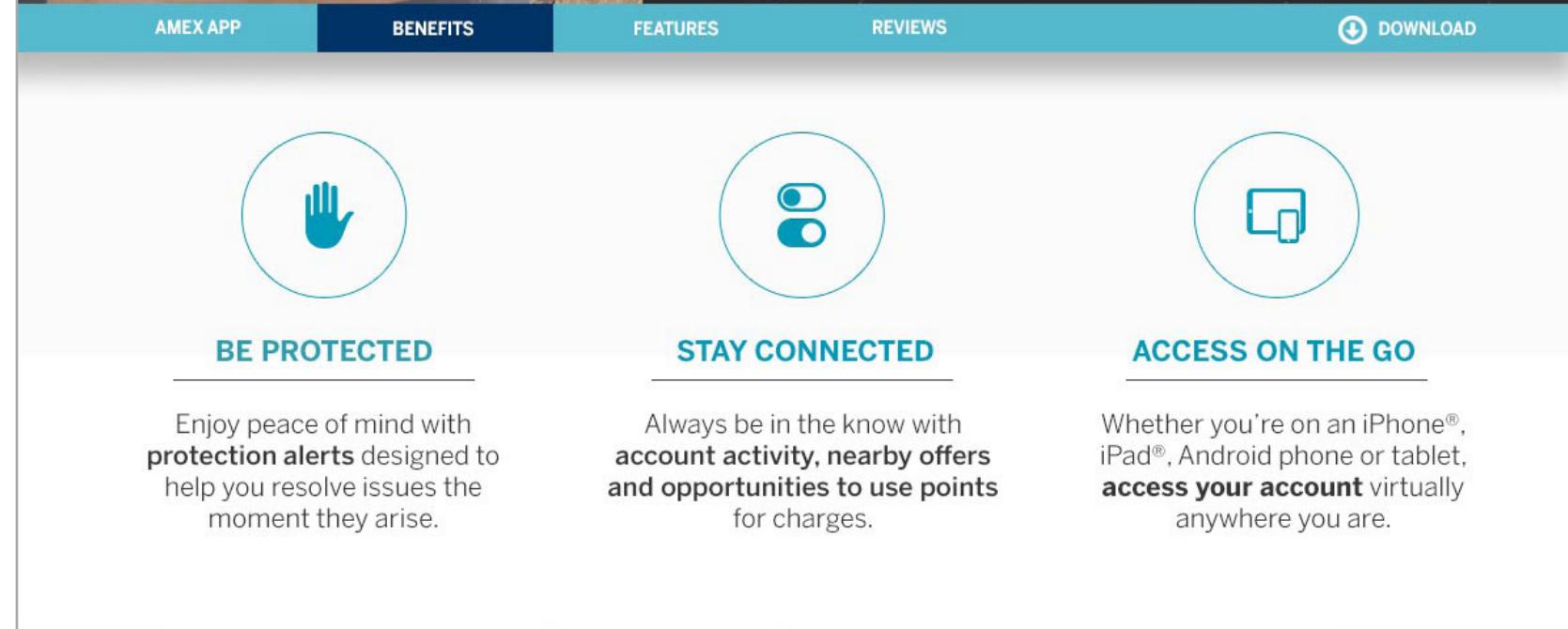


Rewards that go wherever you do.

Now, you can use Membership Rewards® points toward eligible purchases, even before they post to your statement. Just swipe your Card and then go to the Amex Mobile app to use points. It's that easy.

[Learn more](#)

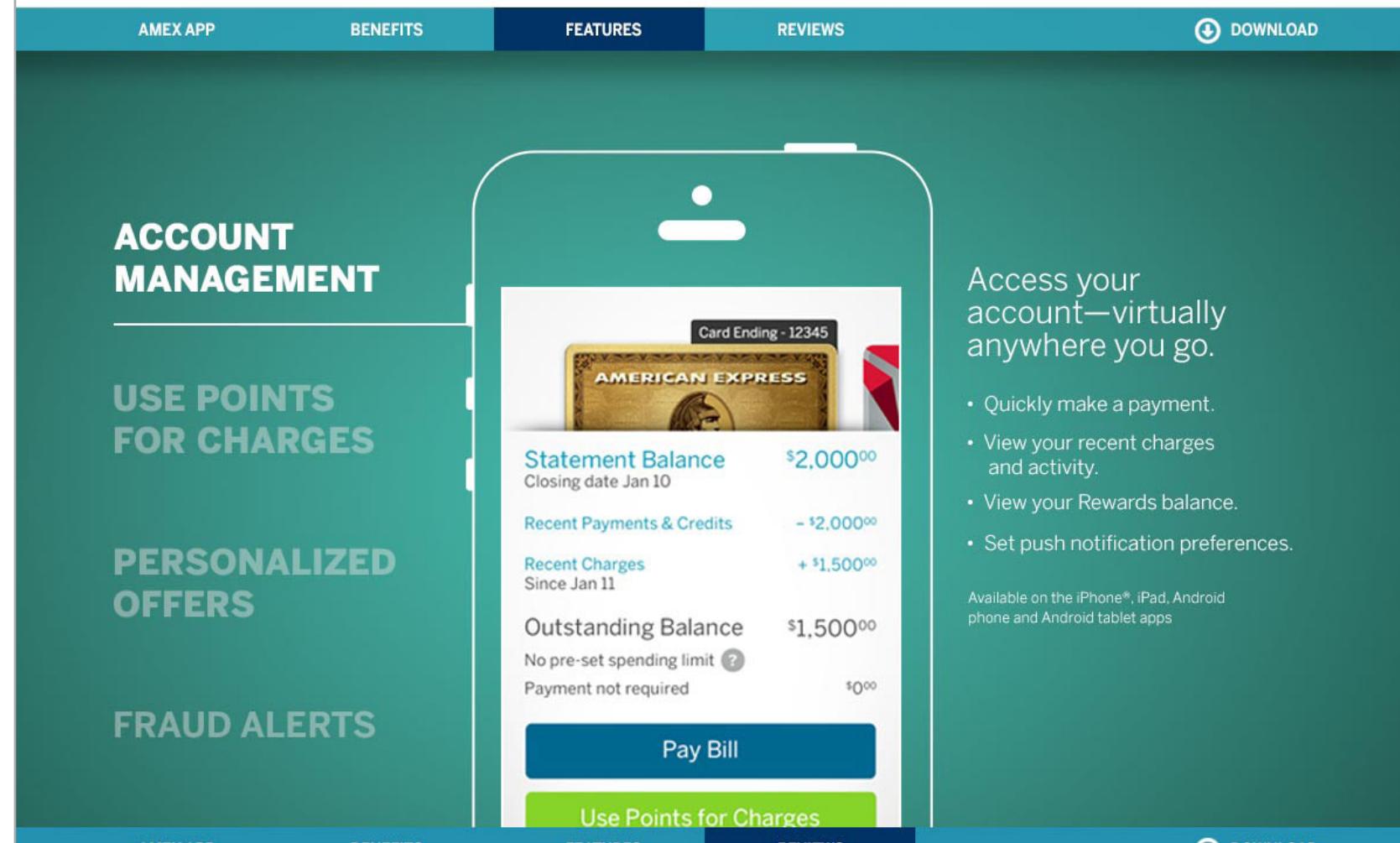
[Download the App](#)



BE PROTECTED
Enjoy peace of mind with protection alerts designed to help you resolve issues the moment they arise.

STAY CONNECTED
Always be in the know with account activity, nearby offers and opportunities to use points for charges.

ACCESS ON THE GO
Whether you're on an iPhone®, iPad®, Android phone or tablet, access your account virtually anywhere you are.



ACCOUNT MANAGEMENT

USE POINTS FOR CHARGES

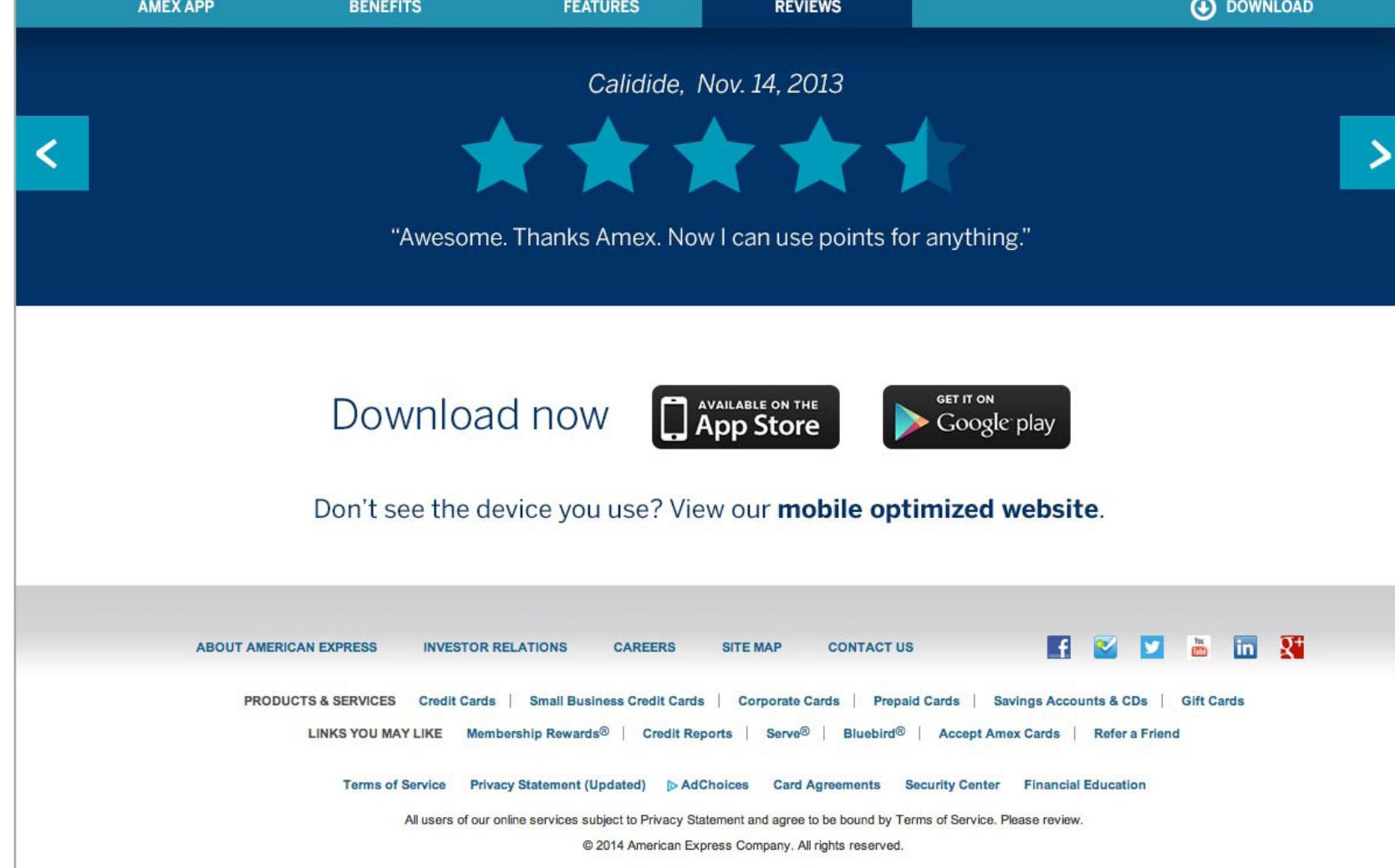
PERSONALIZED OFFERS

FRAUD ALERTS

Access your account—virtually anywhere you go.

- Quickly make a payment.
- View your recent charges and activity.
- View your Rewards balance.
- Set push notification preferences.

Available on the iPhone®, iPad®, Android phone and Android tablet apps



Download now

AVAILABLE ON THE App Store

GET IT ON Google play

Calidore, Nov. 14, 2013

Awesome. Thanks Amex. Now I can use points for anything.

Don't see the device you use? View our [mobile optimized website](#).

ABOUT AMERICAN EXPRESS INVESTOR RELATIONS CAREERS SITE MAP CONTACT US

PRODUCTS & SERVICES Credit Cards | Small Business Credit Cards | Corporate Cards | Prepaid Cards | Savings Accounts & CDs | Gift Cards

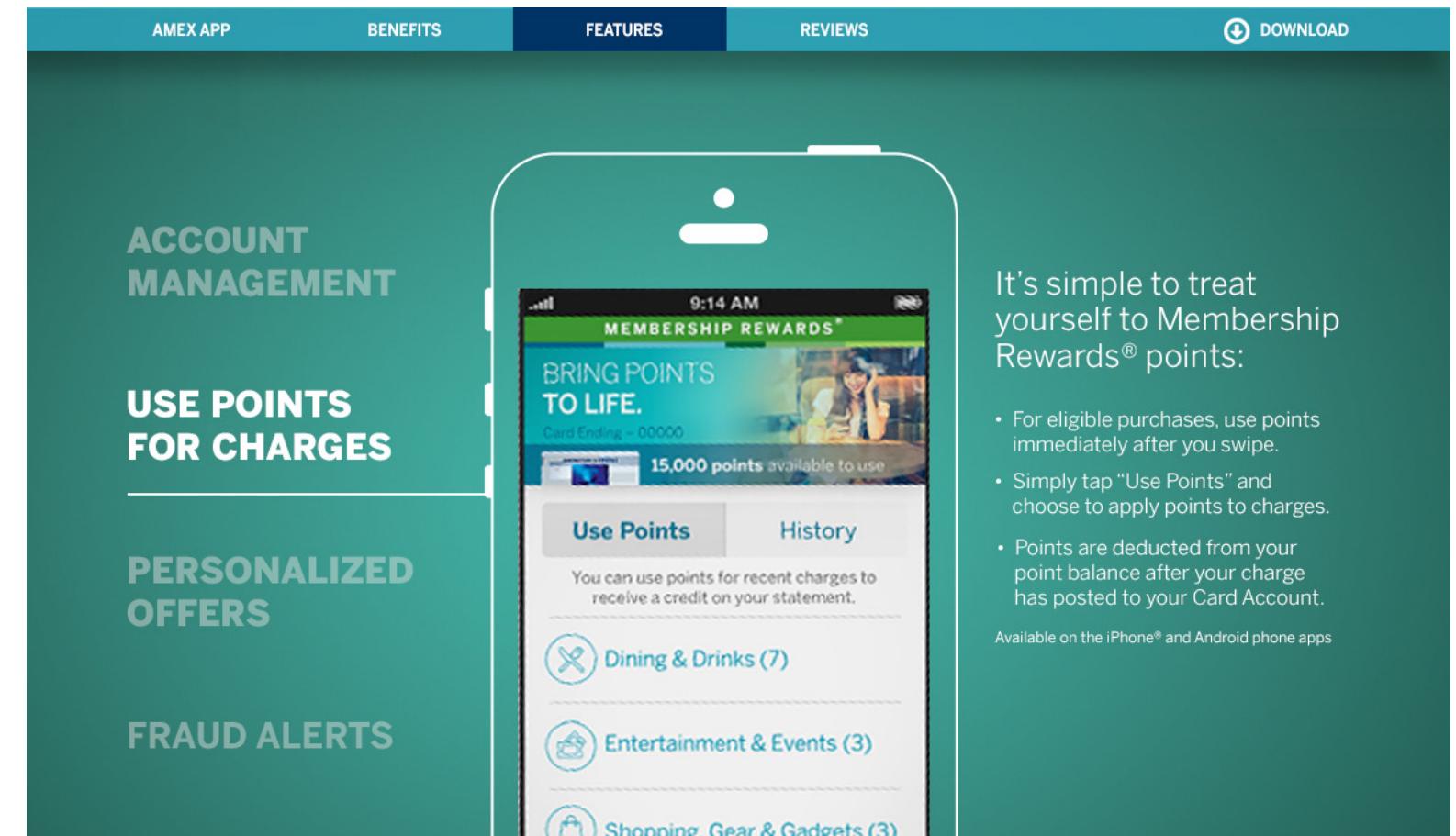
LINKS YOU MAY LIKE Membership Rewards® | Credit Reports | Serve® | Bluebird® | Accept Amex Cards | Refer a Friend

Terms of Service Privacy Statement (Updated) AdChoices Card Agreements Security Center Financial Education

All users of our online services subject to Privacy Statement and agree to be bound by Terms of Service. Please review.

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Key Features Variation “Use Points For Charges”

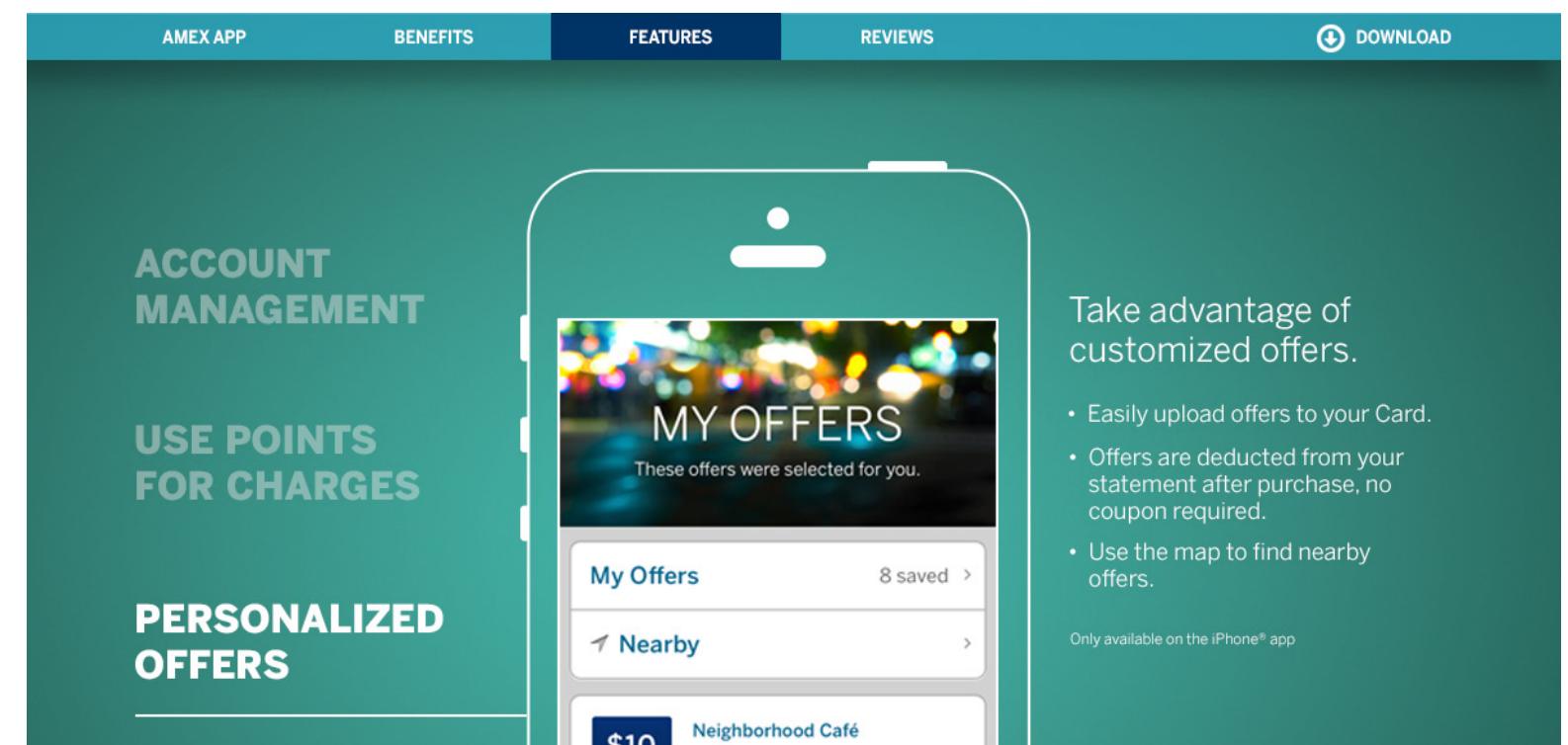


It's simple to treat yourself to Membership Rewards® points:

- For eligible purchases, use points immediately after you swipe.
- Simply tap "Use Points" and choose to apply points to charges.
- Points are deducted from your point balance after your charge has posted to your Card Account.

Available on the iPhone® and Android phone apps

Key Features Variation “Personalized Offers”

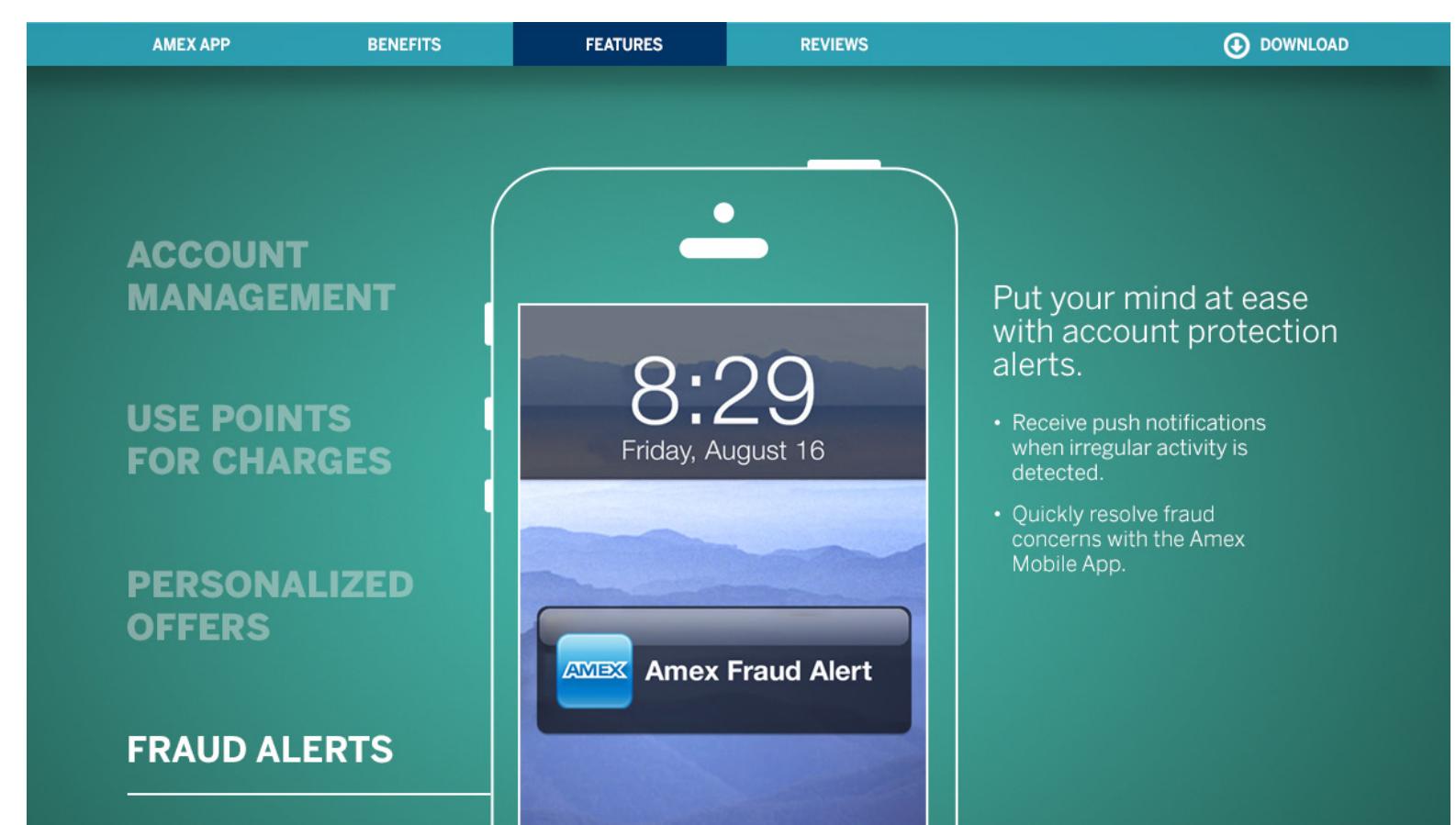


Take advantage of customized offers.

- Easily upload offers to your Card.
- Offers are deducted from your statement after purchase, no coupon required.
- Use the map to find nearby offers.

Only available on the iPhone® app

Key Features Variation “Fraud Alerts”



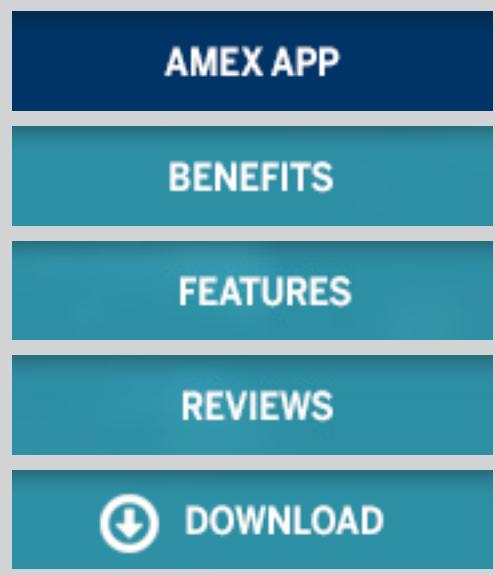
Put your mind at ease with account protection alerts.

- Receive push notifications when irregular activity is detected.
- Quickly resolve fraud concerns with the Amex Mobile App.

HTML

Text Styles

HTML Text Styles

NAME	EXAMPLE	STYLE
NAV		Font: BentonSans Medium Weight: Regular Size: 0.875em Line Height: N / A Color: # FFFFFF Style: All Caps Decoration: None
HEADER	<p>Rewards that go wherever you do.</p> <p>Stay secure 24/7.</p>	Font: BentonSans Book Weight: Regular Size: 2.875em Line Height: 3.438em Color: # 003366 Style: Sentence Case Decoration: None
SUB-HEADER	<p>Now, you can use Membership Rewards® points</p> <p>With the Amex Mobile App.</p> <p>Learn more</p>	Font: BentonSans Book Weight: Regular Size: 1.250em Line Height: 1.750em Color: # 464646 Style: Sentence Case Decoration: None LINK STYLE Color: # 464646 Decoration: Underline
CTA	<p>Download the App</p>	Font: BentonSans Medium Weight: Regular Size: 1.500em Line Height: N / A Color: # FFFFFF Style: Sentence Case Decoration: None
BODY COPY	<p>BE PROTECTED</p> <p>STAY CONNECTED</p> <p>ACCESS ON THE GO</p>	Font: BentonSans Bold Weight: Regular Size: 1.313em Line Height: N / A Color: # 009BBB Style: All Caps Decoration: None
BODY COPY 2	<p>Enjoy peace of mind</p> <p>protection alerts</p>	Font: BentonSans Book / Medium Weight: Regular Size: 1.250em Line Height: 1.500em Color: # 363636 Style: Sentence Case Decoration: None
BODY COPY 3	<p>ACCOUNT MANAGEMENT</p> <p>FRAUD ALERTS</p>	Font: BentonSans Black Weight: Regular Size: 1.875em Line Height: 2.250em Color: # FFFFFF Style: All Caps Decoration: None LINK STYLE Color: # FFFFFF Decoration: CSS Opacity at 80%

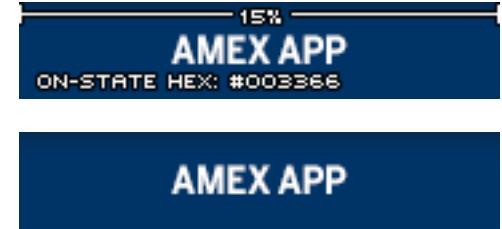
HTML Text Styles

NAME	EXAMPLE	STYLE
BODY COPY 4	<p>Access your account—virtually</p> <p>It's simple to treat</p> <p>Take advantage</p> <p>Put your mind at ease</p>	Font: BentonSans Book Weight: Regular Size: 1.688em Line Height: 1.750em Color: # FFFFFF Style: Sentence Case Decoration: None
BODY COPY 5	<ul style="list-style-type: none"> • Quickly make a payment. • For eligible purchases, use points • Easily upload offers to your Card. • Receive push notifications 	Font: BentonSans Book Weight: Regular Size: 1.125em Line Height: 1.313em Color: # FFFFFF Style: Sentence Case Decoration: None
BODY COPY 6	<p>Available on the iPhone®, iPad, Android</p> <p>Available on the iPhone® and Android phone apps</p> <p>Only available on the iPhone® app</p>	Font: BentonSans Book Weight: Regular Size: 0.813em Line Height: 1.063em Color: # FFFFFF Style: Sentence Case Decoration: None
BODY COPY 7	<p><i>Calidide, Nov. 14, 2013</i></p> <p>"Awesome. Thanks Amex. Now I can use points for anything."</p>	Font: BentonSans Book Weight: Regular Size: 1.250em Line Height: 1.500em Color: # FFFFFF Style: Sentence Case Decoration: Italic, None
BODY COPY 8	<p>Download now</p>	Font: BentonSans Book Weight: Regular Size: 2.250em Line Height: N/A Color: # 003366 Style: Sentence Case Decoration: None
BODY COPY 9	<p>Don't see the device you use?</p> <p>mobile optimized website.</p>	Font: BentonSans Book / Bold Weight: Regular Size: 1.375em Line Height: N/A Color: # 003366 Style: Sentence Case Decoration: None

Pixel Widths

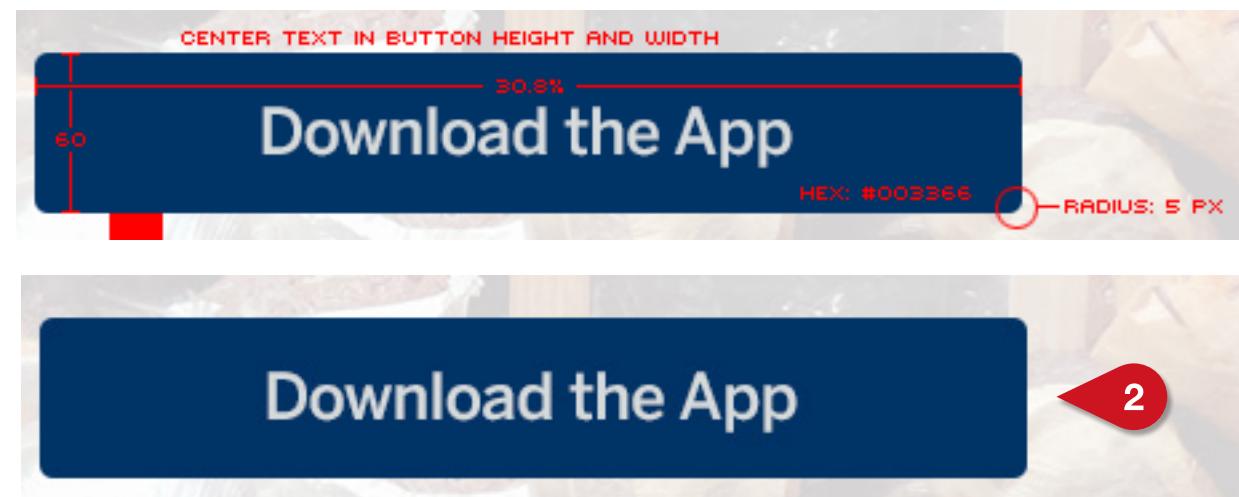
Pixel Widths - Global

NAVIGATION BUTTONS

ONSTATE	OFFSTATE	HTML STYLE
 15% AMEX APP ON-STATE HEX: #003366	 15% OFF-STATE BENEFITS HEX: #2C3C3C, OPACITY: 80%	1. NAV
AMEX APP	BENEFITS	2. CTA

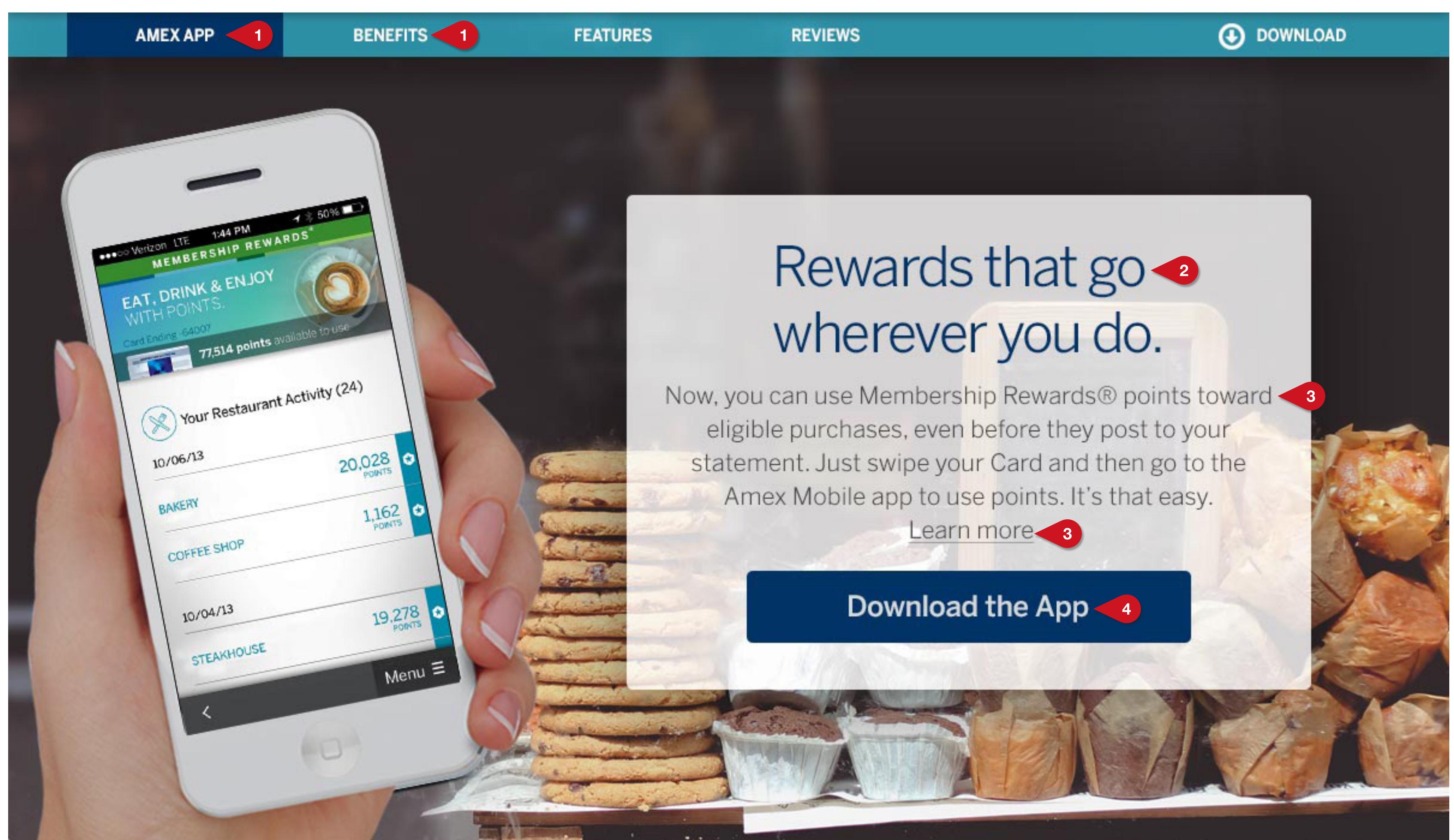
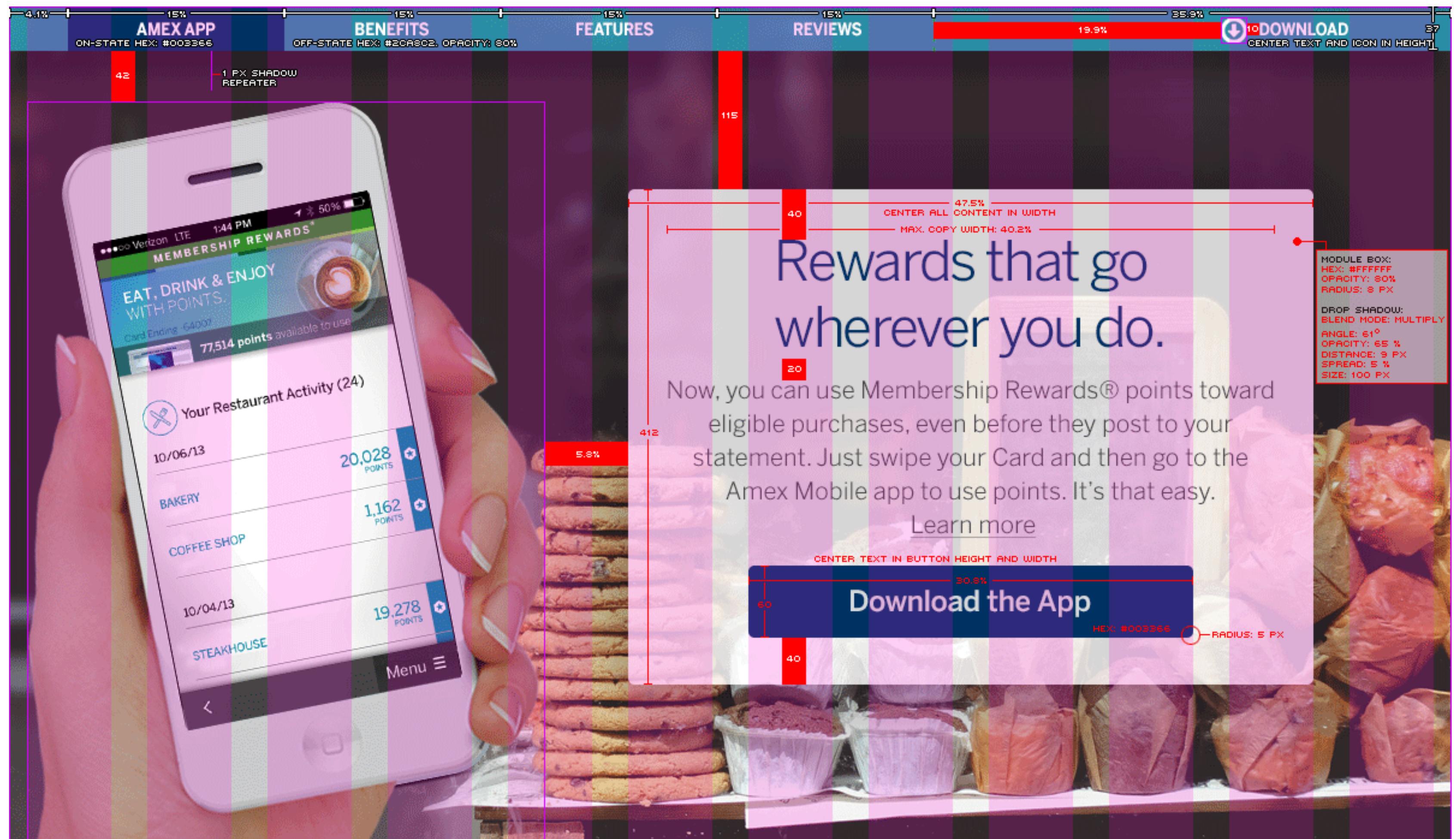
CTAs

PRIMARY CTA



Pixel Widths - Header, Version 1 - The Bakery

pw-hero-v1-bakery.gif

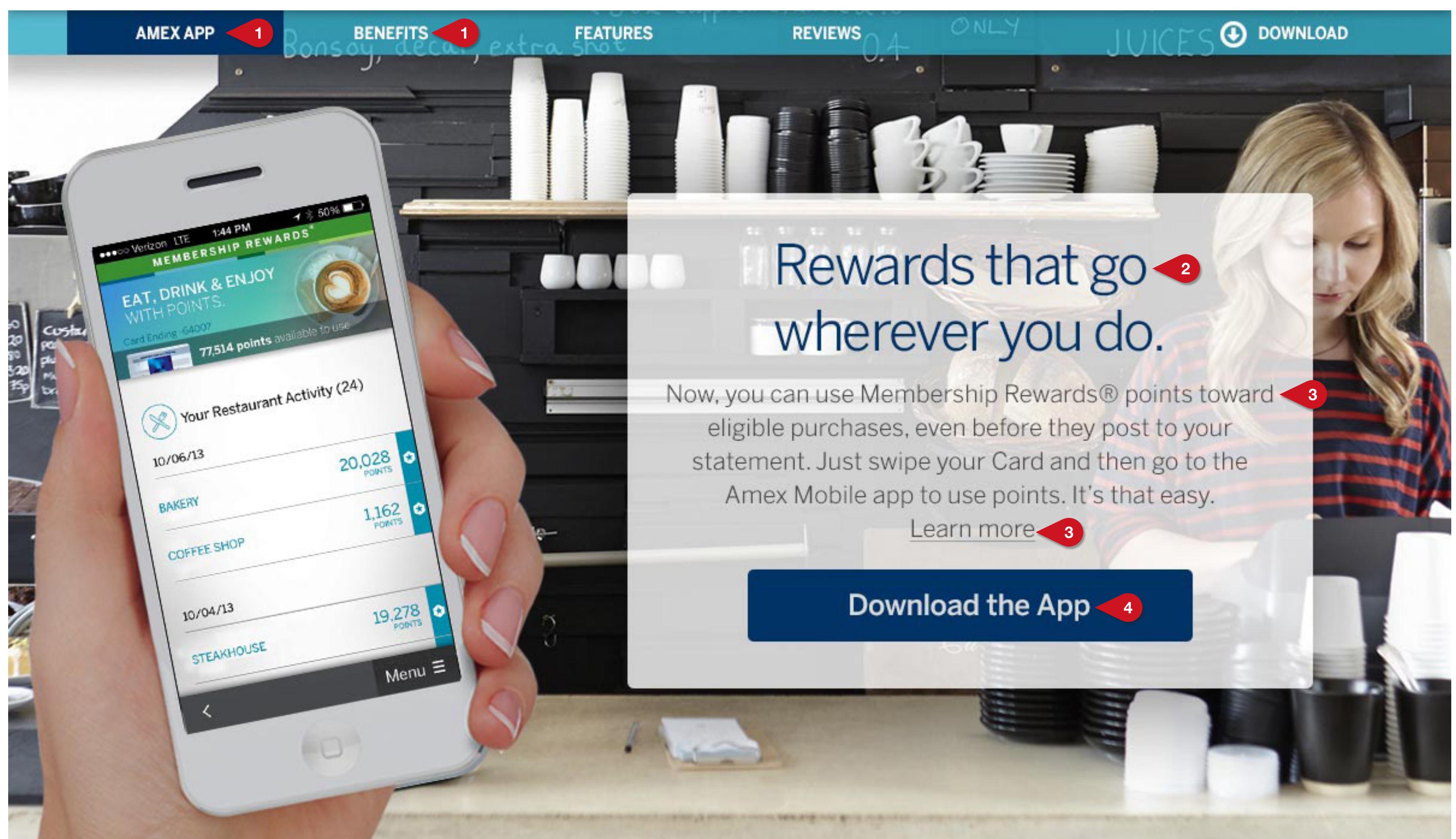
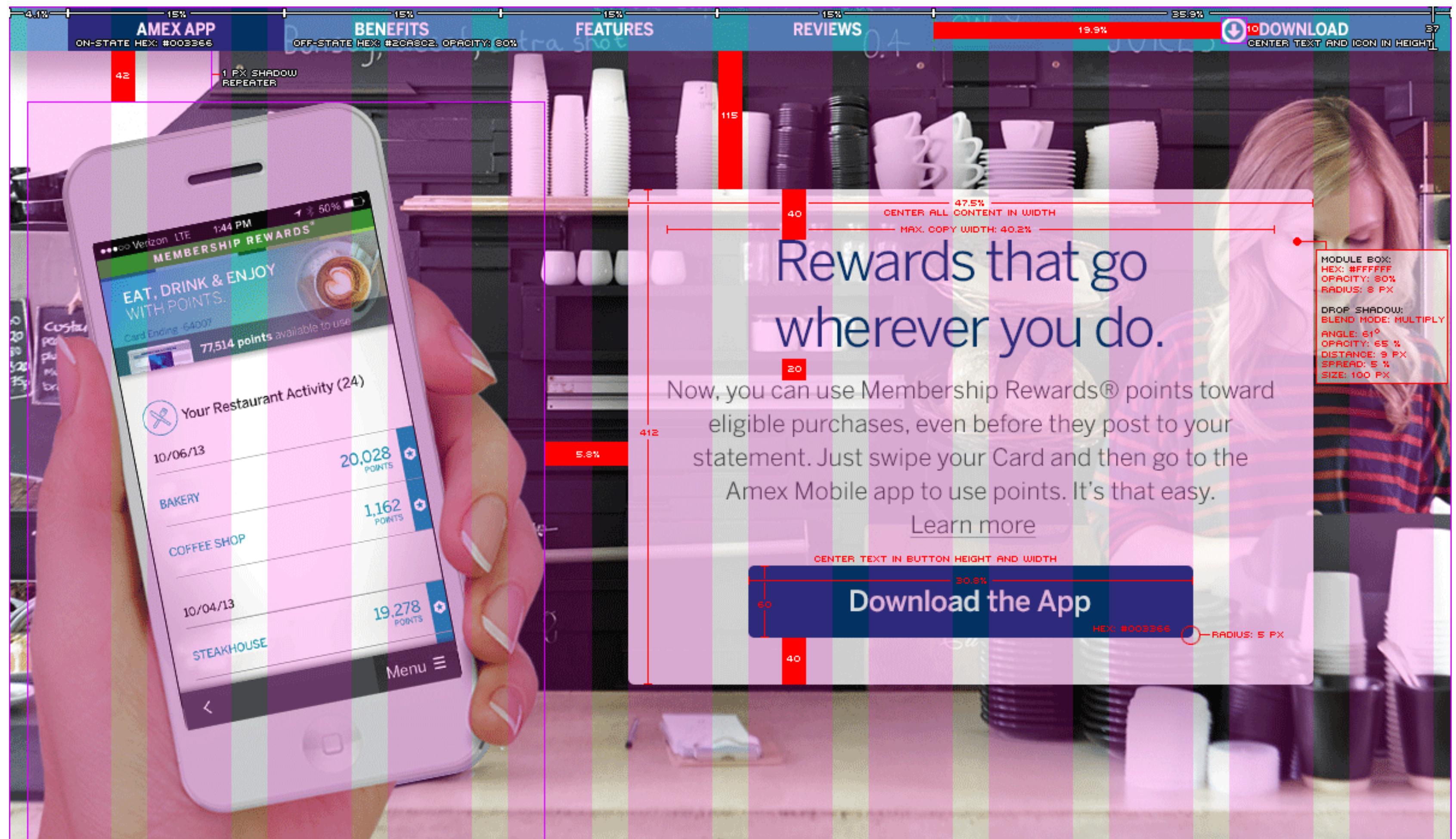


HTML STYLE

1. NAV
2. HEADER
3. SUB-HEADER
4. CTA

Pixel Widths - Header, Version 2 - At The Counter

pw-hero-v2-counter.gif

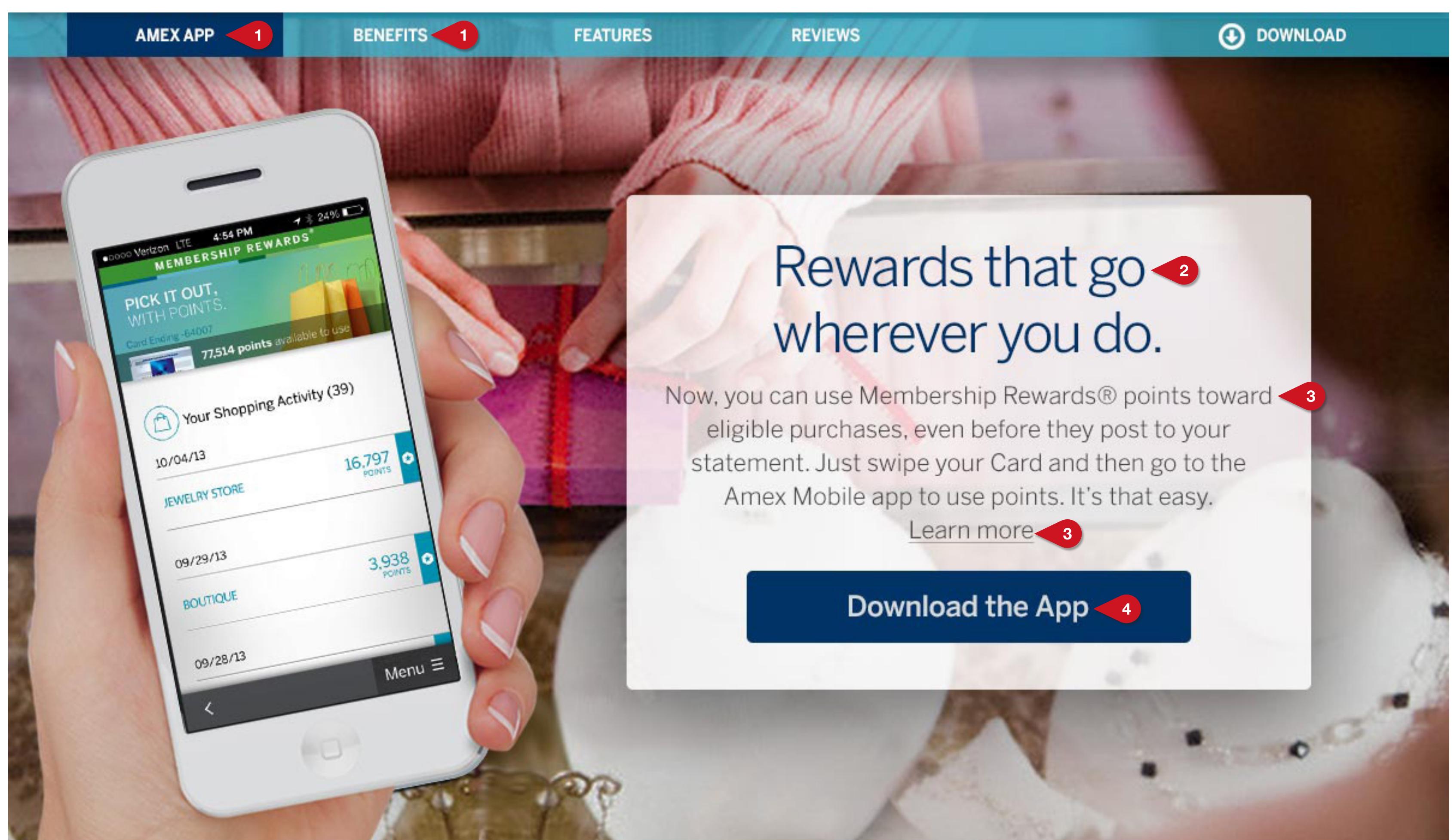
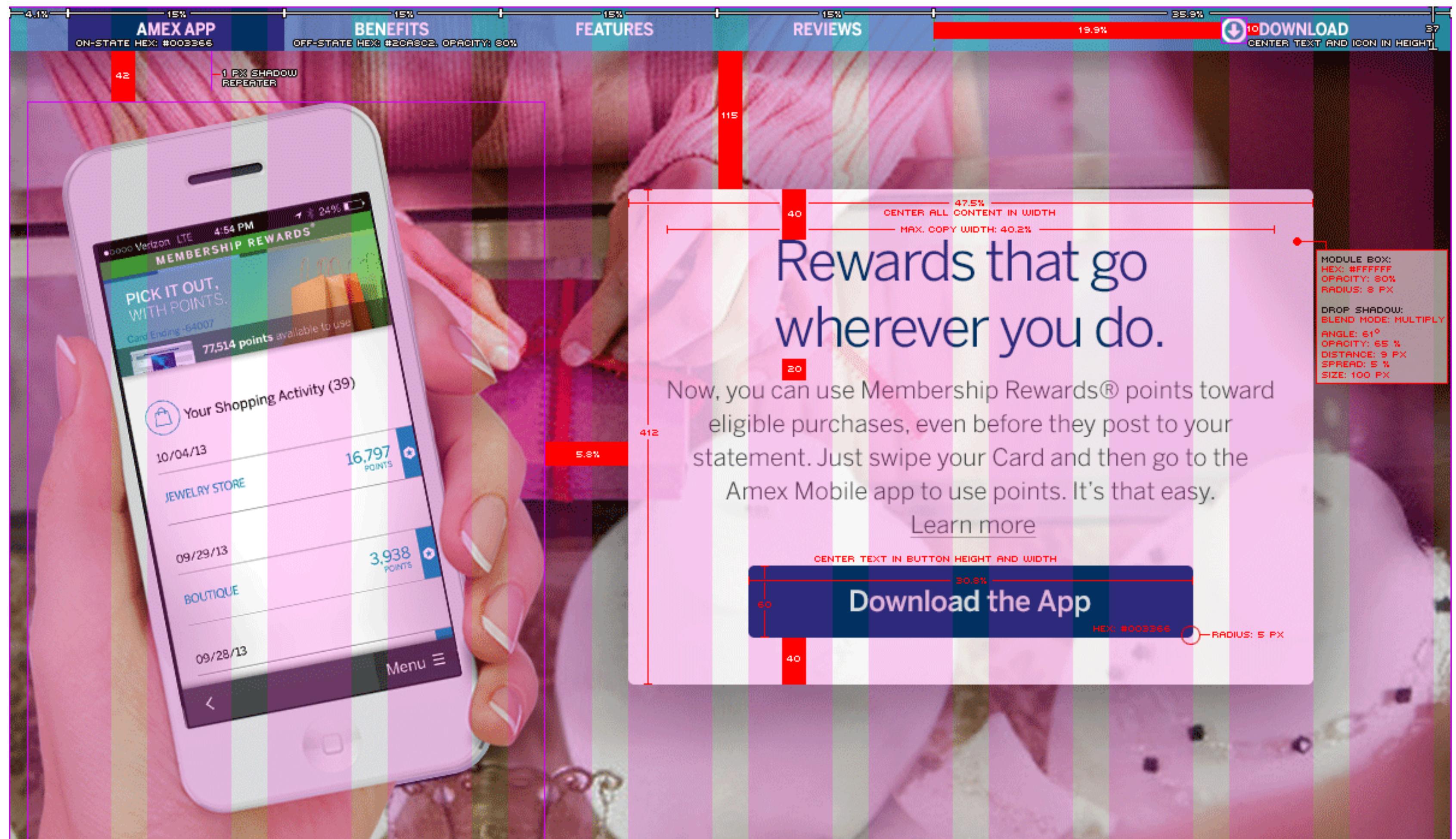


HTML STYLE

1. NAV
2. HEADER
3. SUB-HEADER
4. CTA

Pixel Widths - Header, Version 3 - The Jewelry Store

pw-hero-v3-jewelry.gif

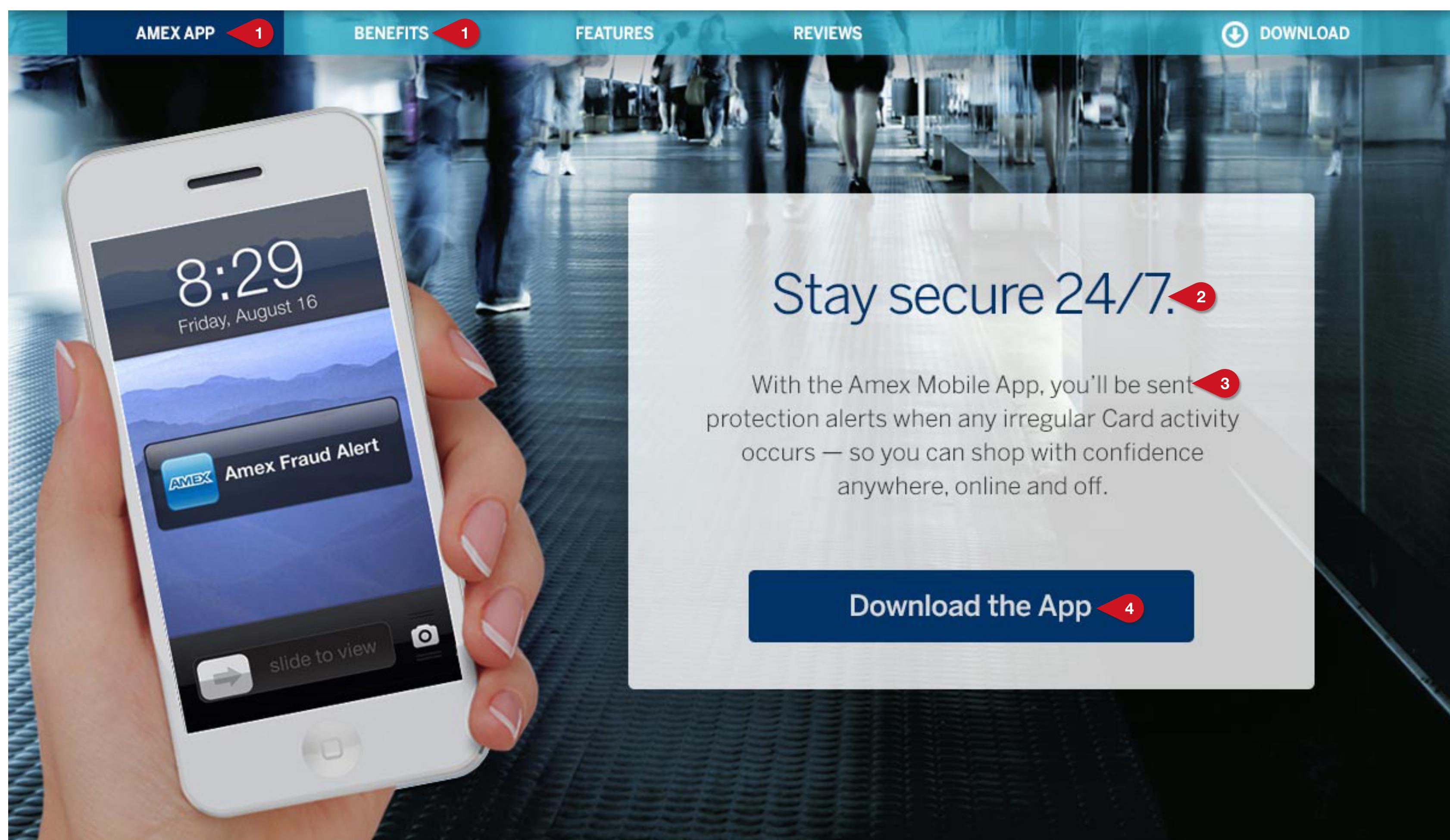
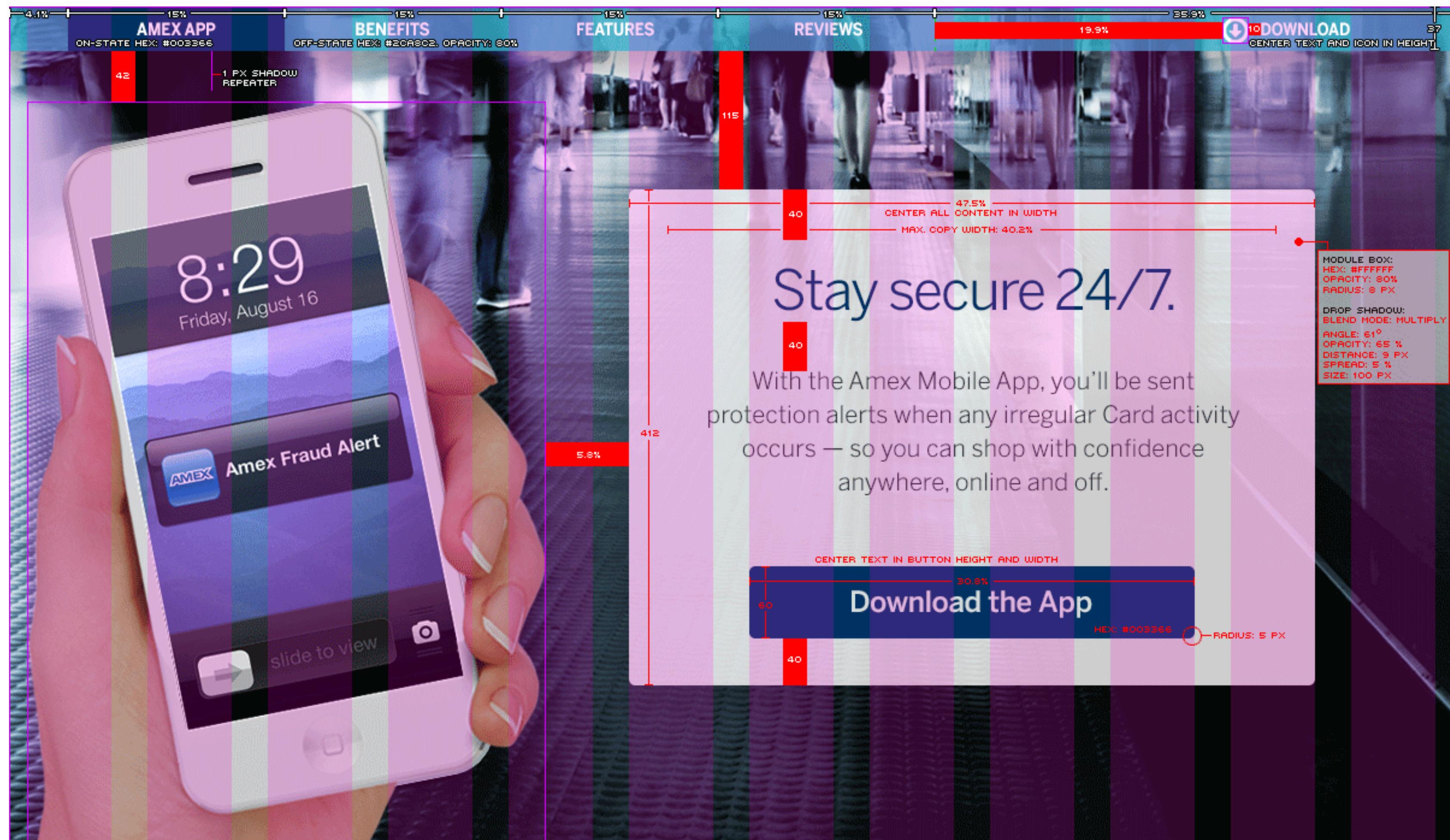


HTML STYLE

1. NAV
2. HEADER
3. SUB-HEADER
4. CTA

Pixel Widths - Header, Version 4 - Security Option

pw-hero-v4-security.gif

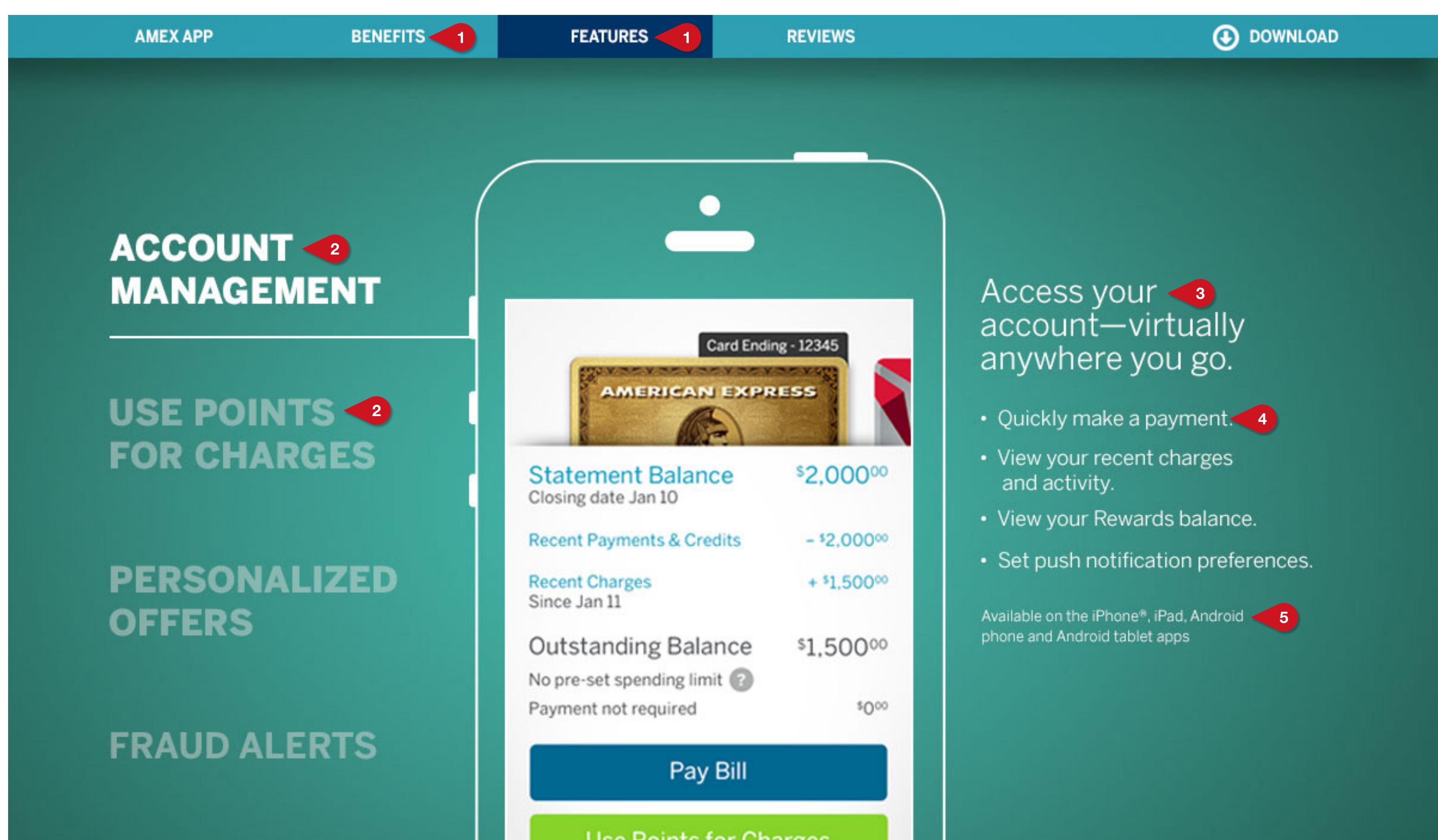
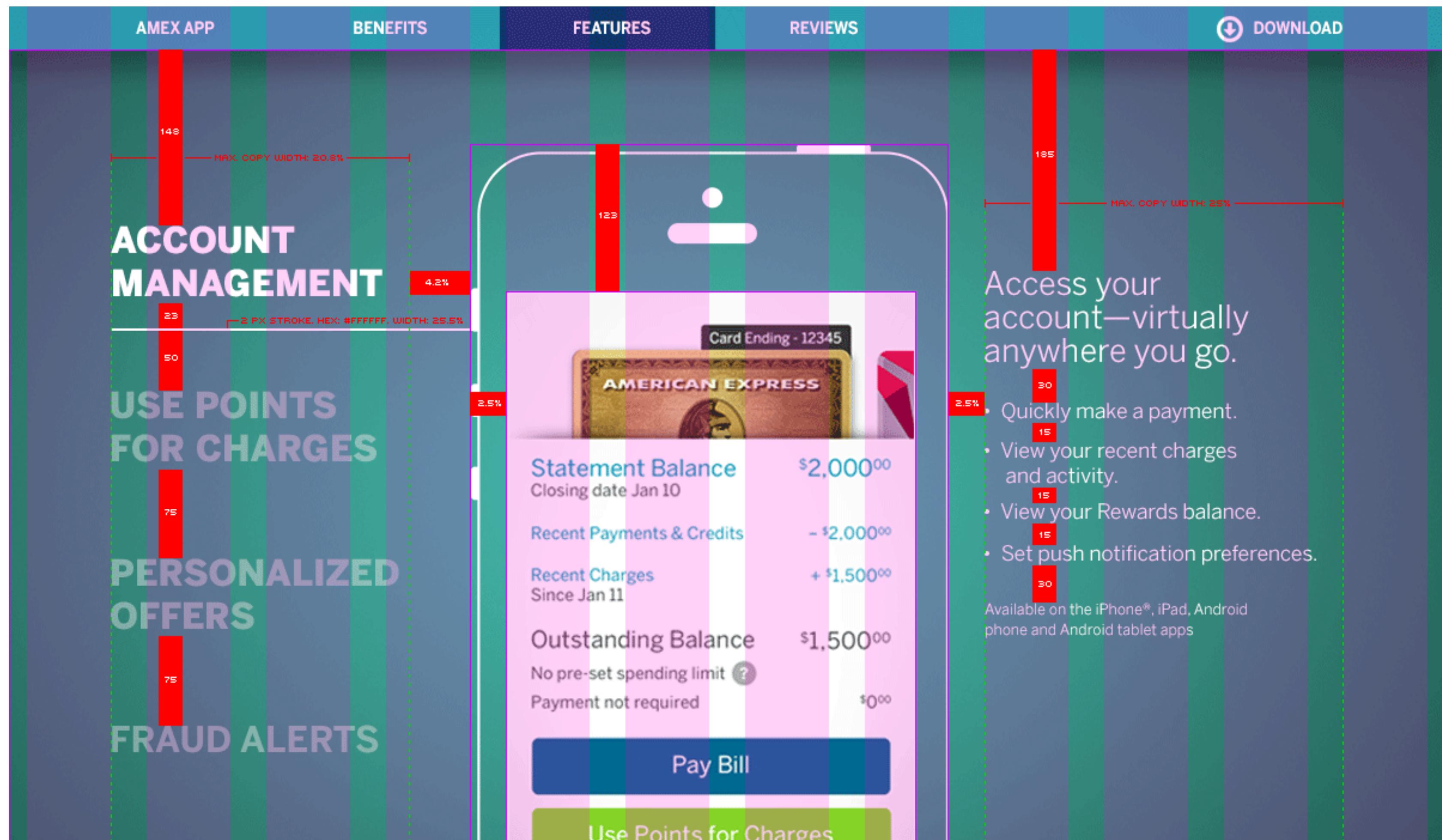


HTML STYLE

1. NAV
 2. HEADER
 3. SUB-HEADER
 4. CTA

Pixel Widths - Key Features Section. Feature 1: - Account Management

pw-features-01-account.gif

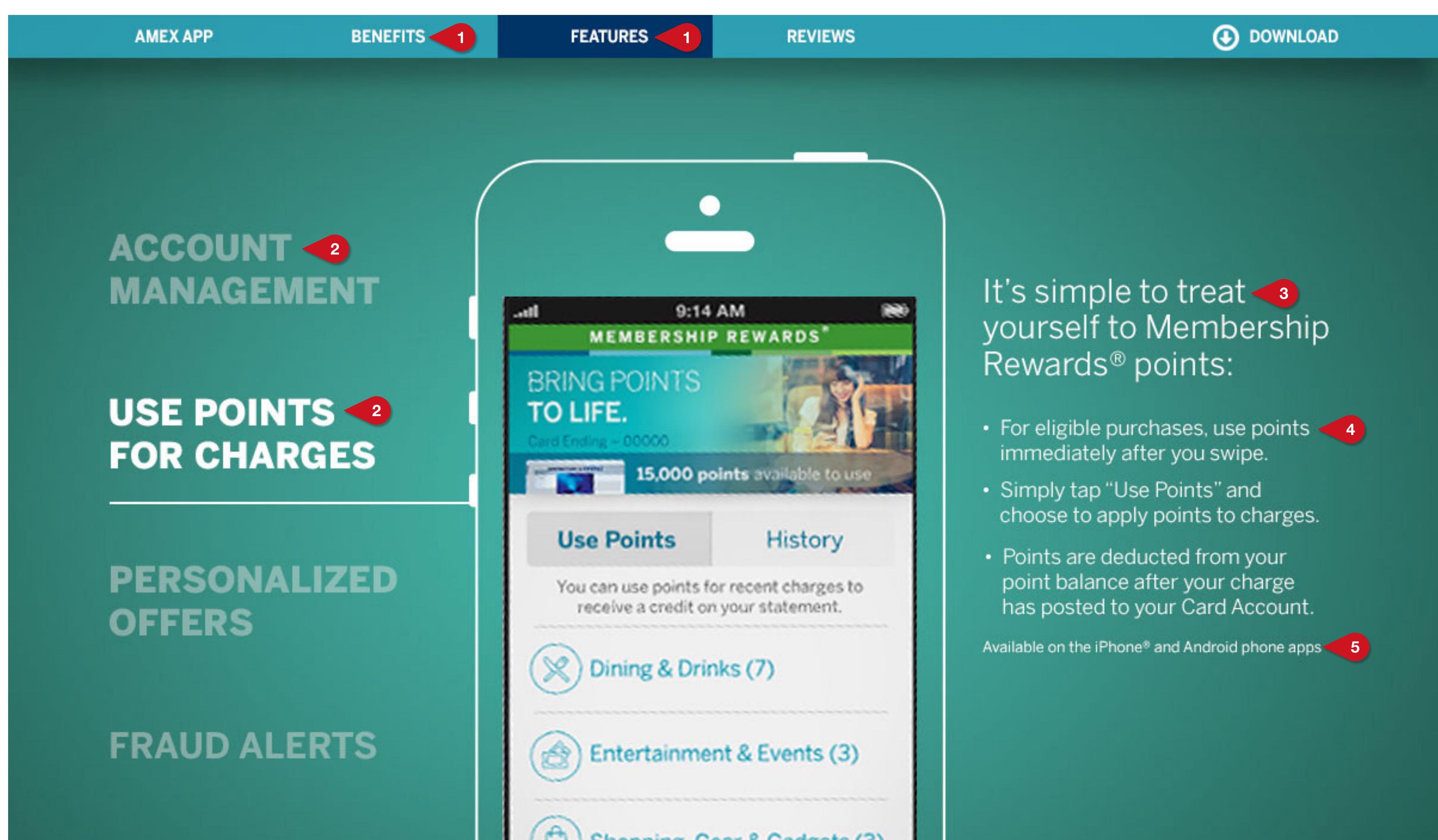
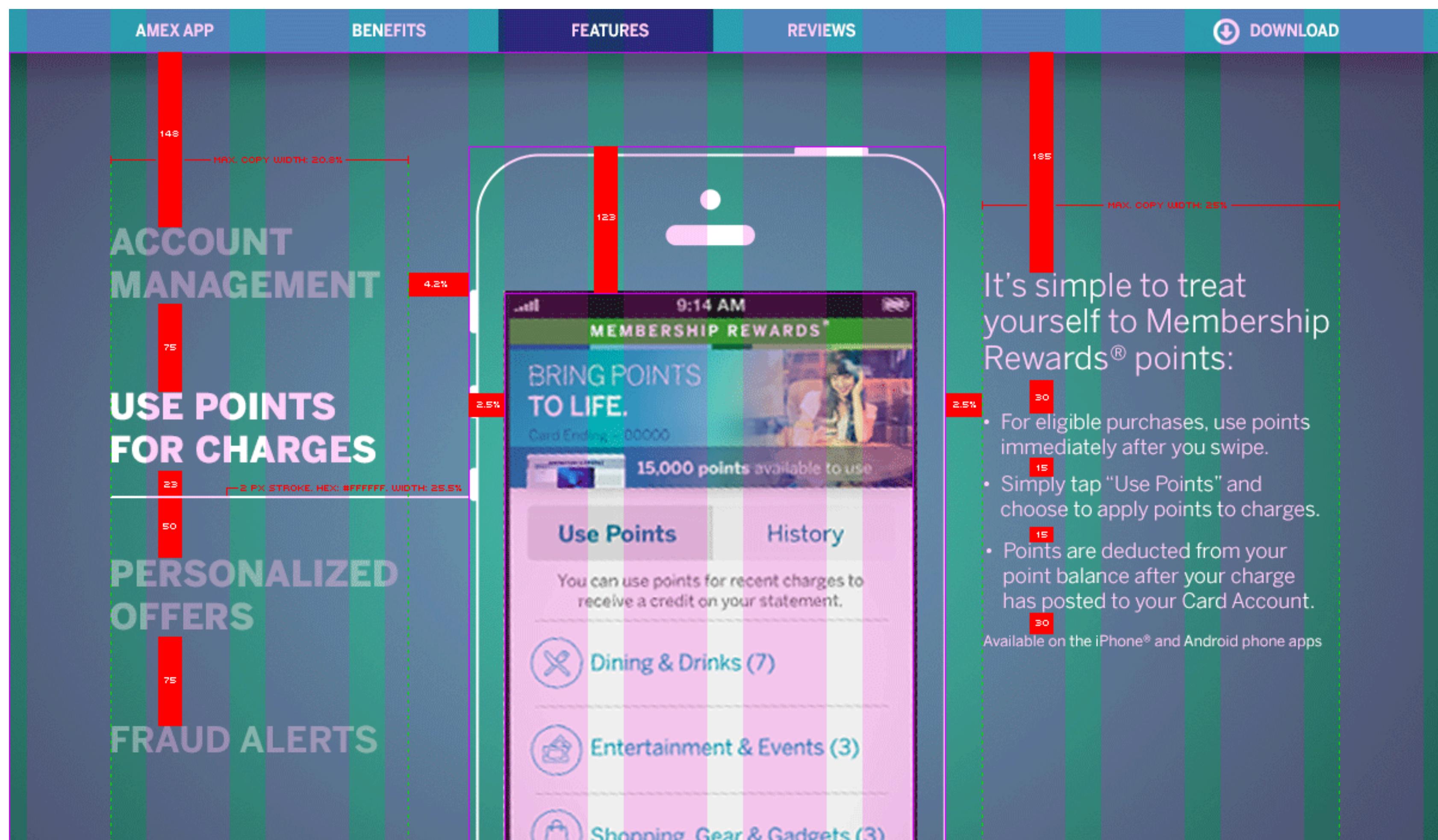


HTML STYL E

1. NAV
 2. BODY COPY 3
 3. BODY COPY 4
 4. BODY COPY 5
 5. BODY COPY 6

Pixel Widths - Key Features Section. Feature 2: - Use Points For Charges

pw-features-02-points.gif

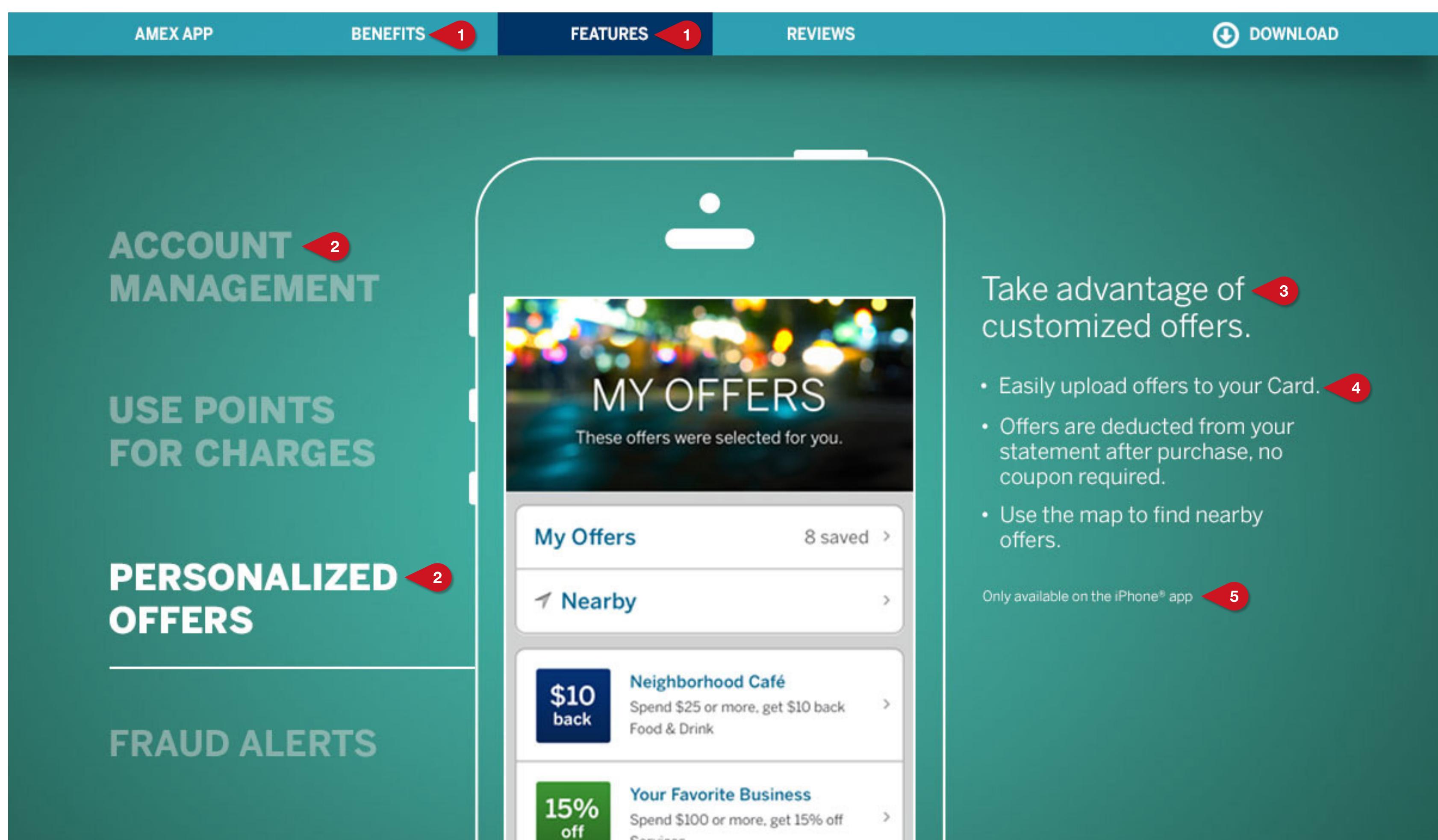
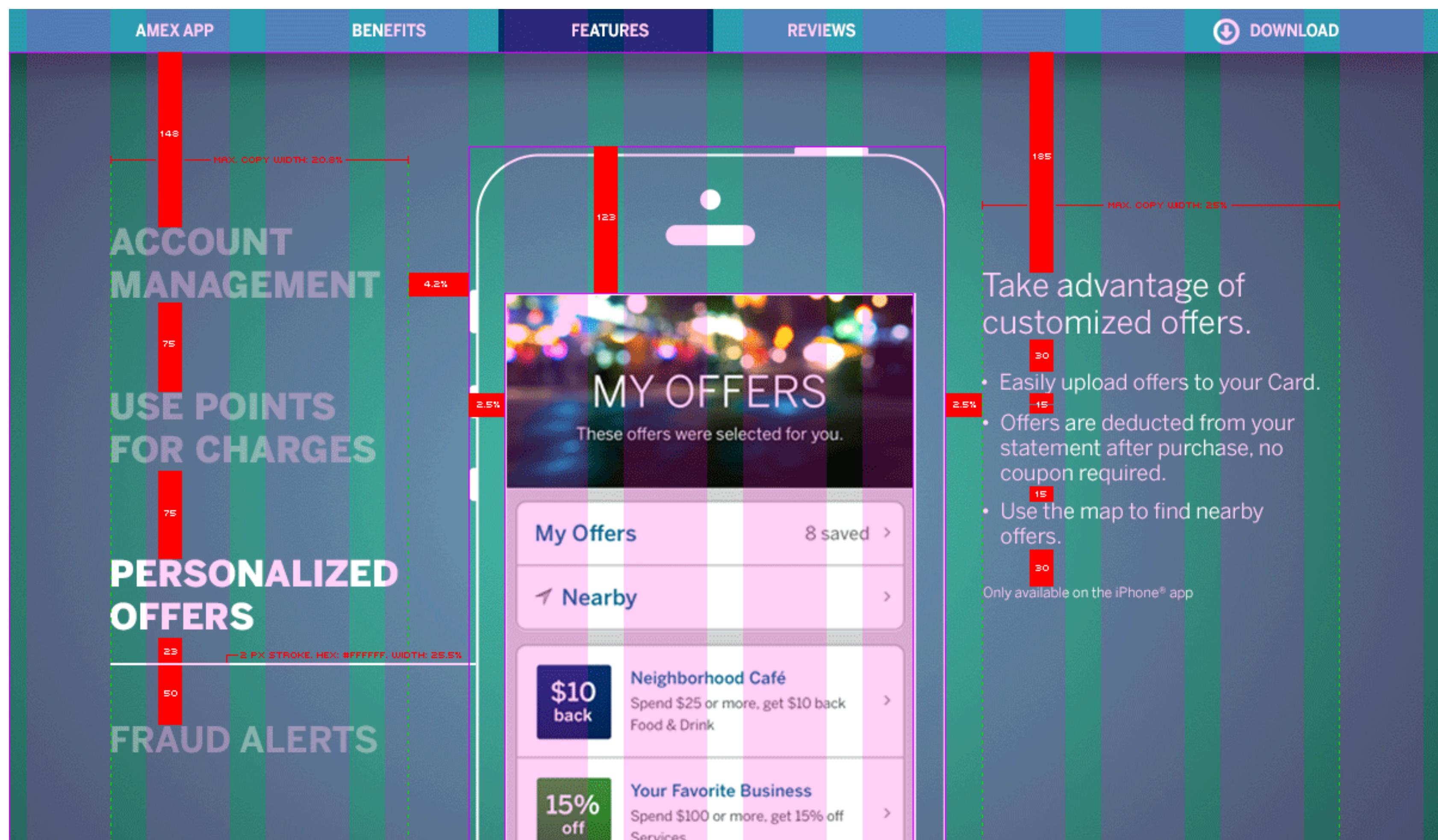


HTML STYLE

1. NAV
2. BODY COPY 3
3. BODY COPY 4
4. BODY COPY 5
5. BODY COPY 6

Pixel Widths - Key Features Section. Feature 3: - Personalized Offers

pw-features-03-personalized.gif



HTML STYLE

1. NAV
2. BODY COPY 3
3. BODY COPY 4
4. BODY COPY 5
5. BODY COPY 6

Pixel Widths - Key Features Section. Feature 4: - Fraud Alerts

pw-features-04-fraud.gif

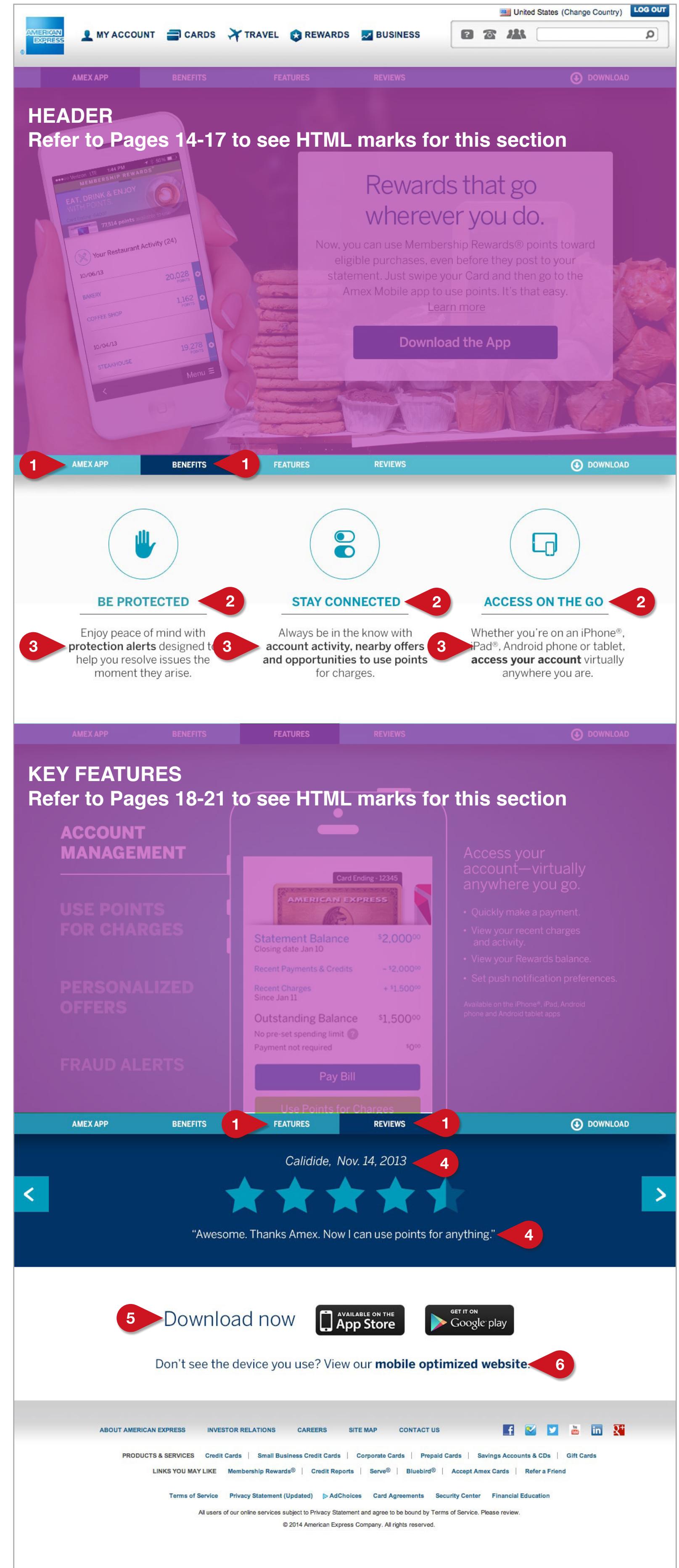
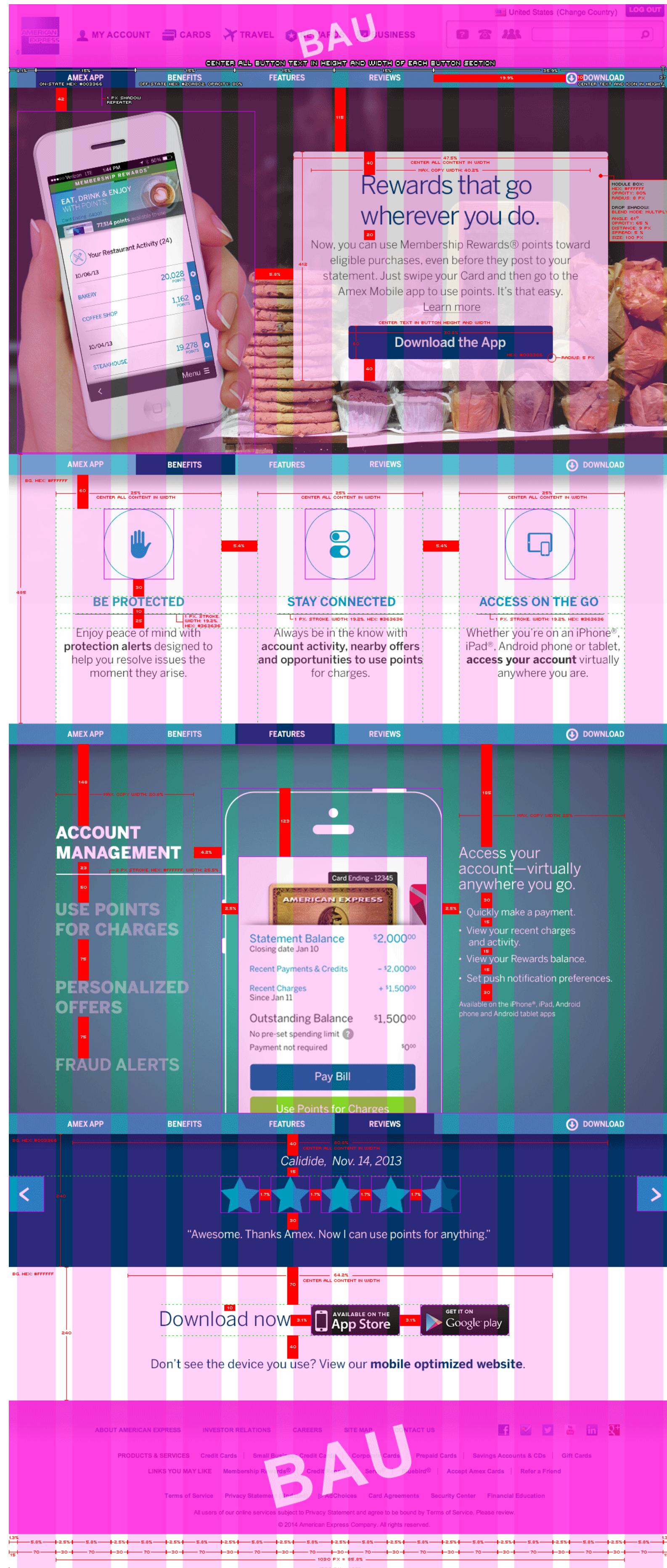


HTML STYLE

1. NAV
2. BODY COPY 3
3. BODY COPY 4
4. BODY COPY 5

Pixel Widths - Q1 Mobile MR: Mobile Splash Page

pw-q1-mr-mobile-splash.gif

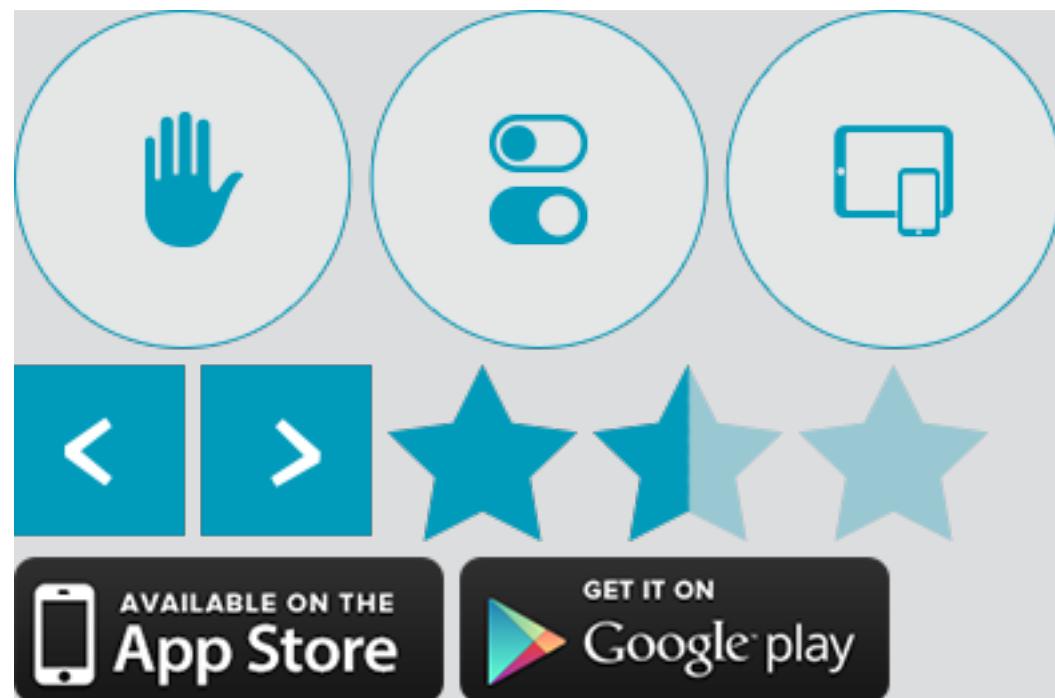


HTML STYLE

1. NAV
2. BODY COPY
3. BODY COPY 2
4. BODY COPY 7
5. BODY COPY 8
6. BODY COPY 9

Cut Graphics

Cut Graphics - Sprites



spr-q1-mr-mobile-splash.png

393 x 260 px

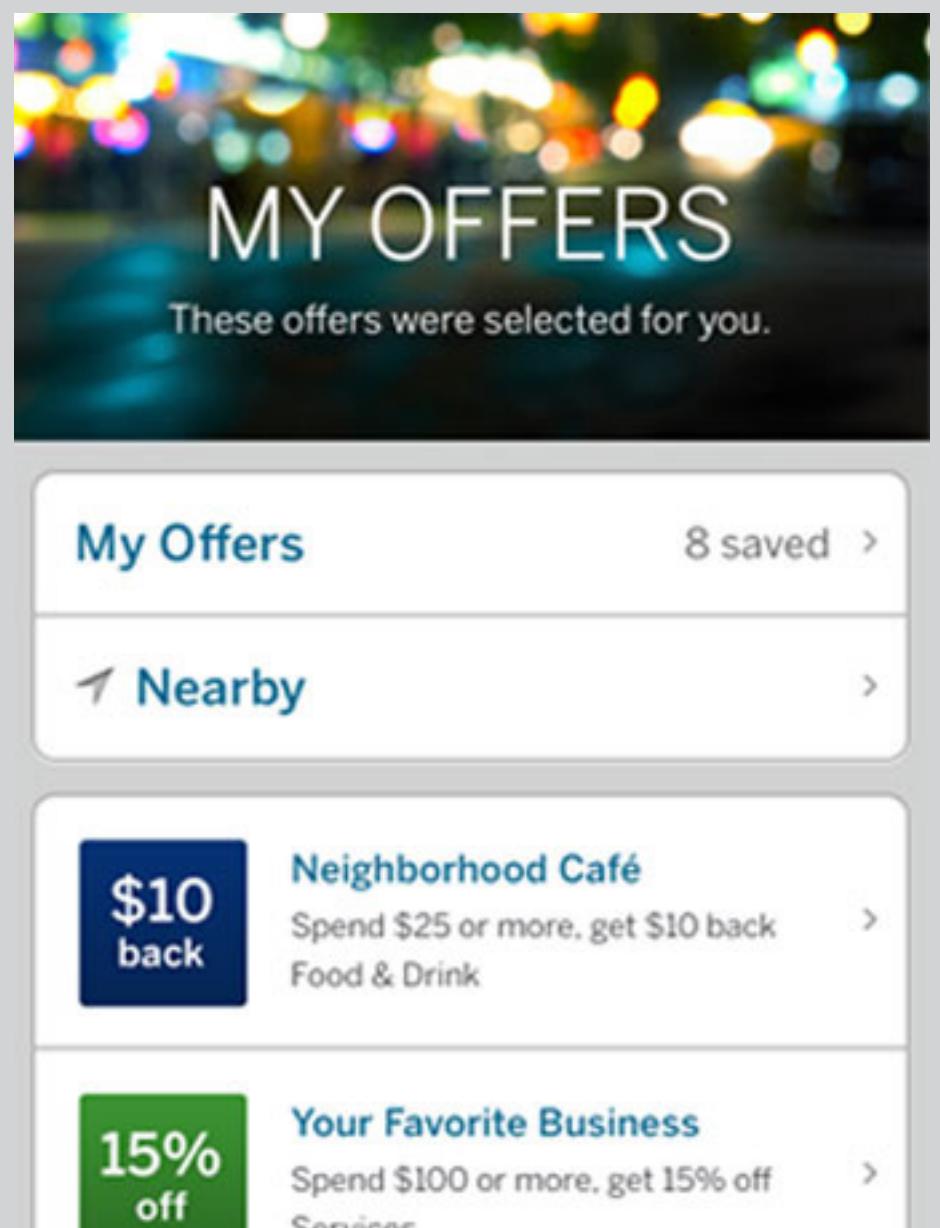
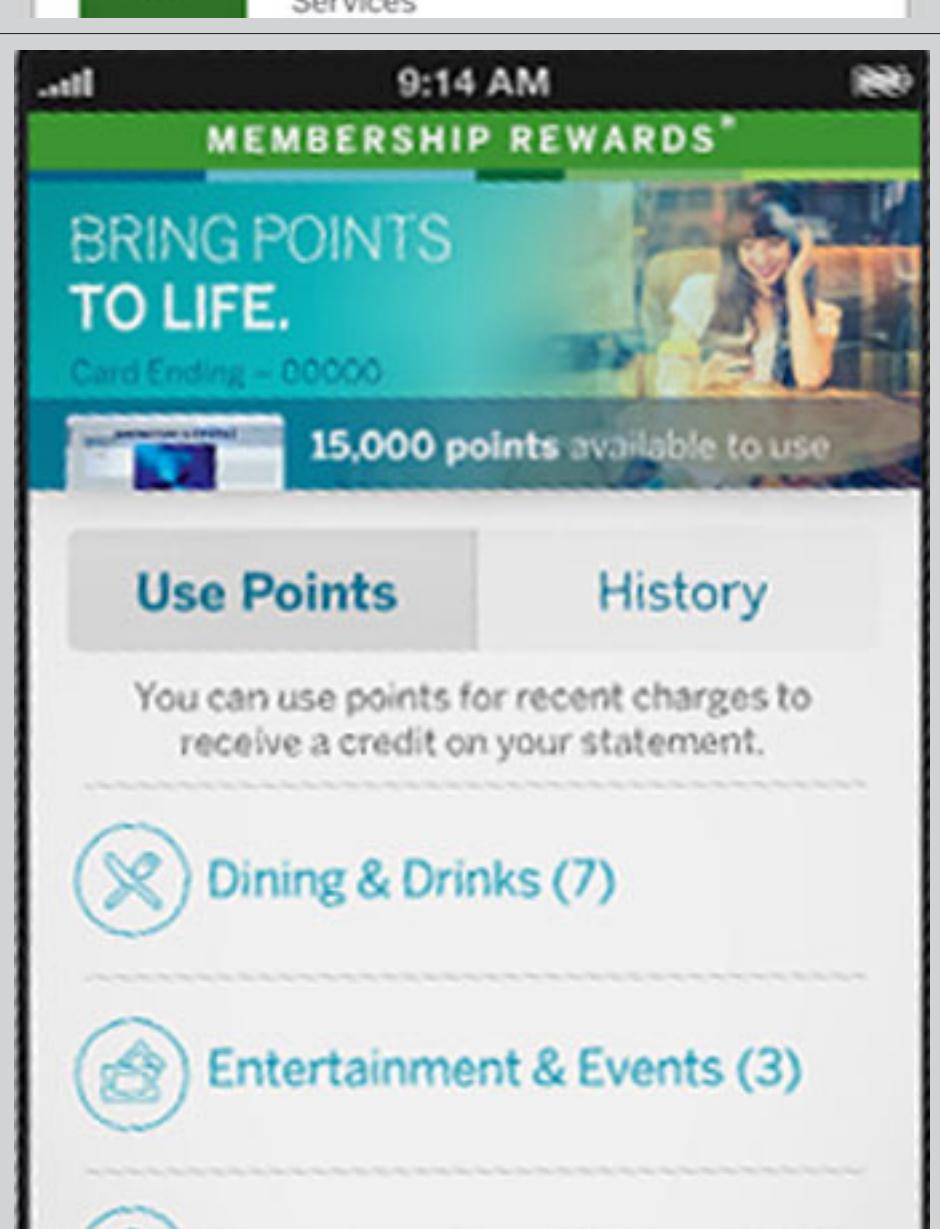
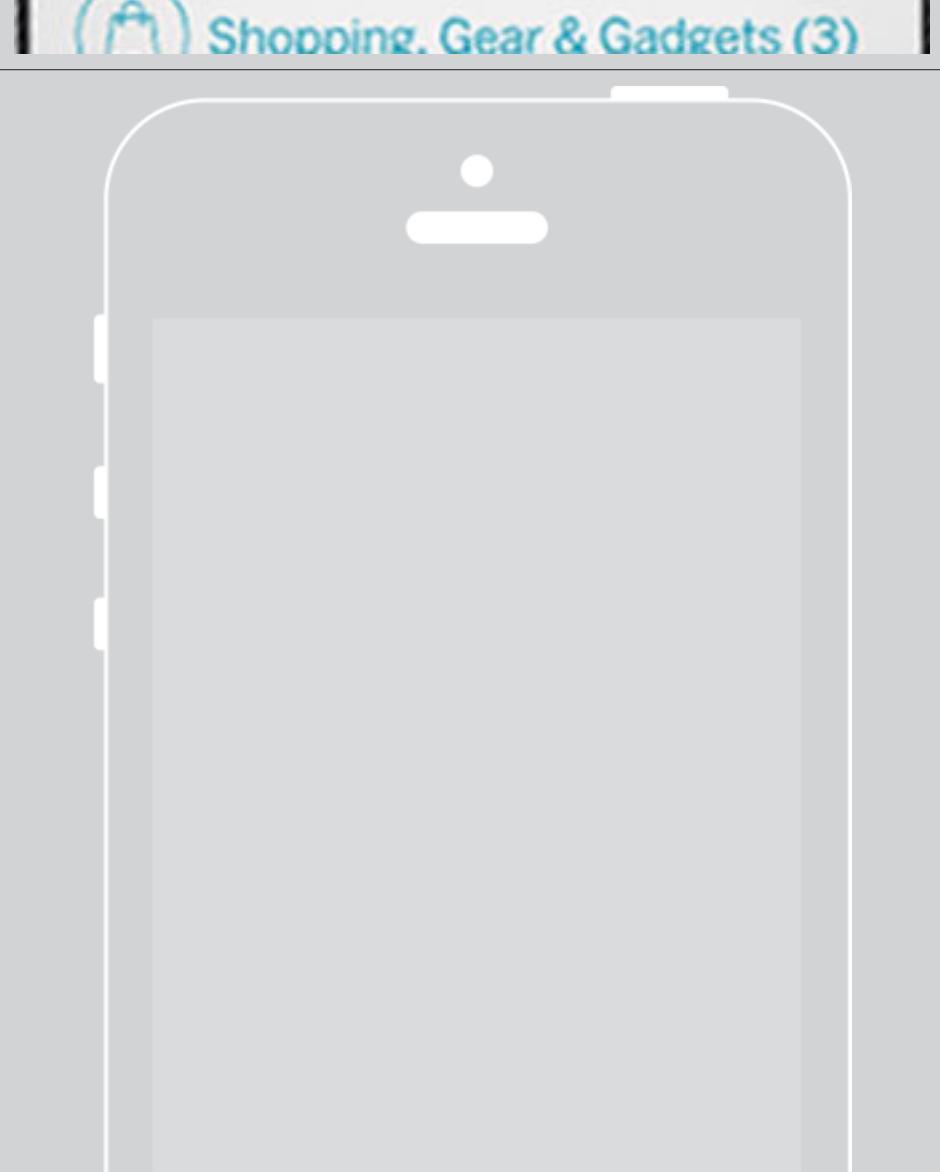
spr-q1-mr-mobile-splash.css file, for X,Y coordinates, included in handoff folder

ASSET	FILENAME	LOCATION	W	H
	btn-app-store.png	Download App Section	161	55
	btn-google-play.png	Download App Section	161	55
	img-benefits-access.png	Benefits Section	127	127
	img-benefits-connected.png	Benefits Section	127	127
	img-benefits-protected.png	Benefits Section	127	127
	img-star-half.png	Reviews Section	71	66
	img-star-off.png	Reviews Section	71	66
	img-star-on.png	Reviews Section	71	66
	img-swipe-left.png	Reviews Section	64	64
	img-swipe-right.png	Reviews Section	64	64

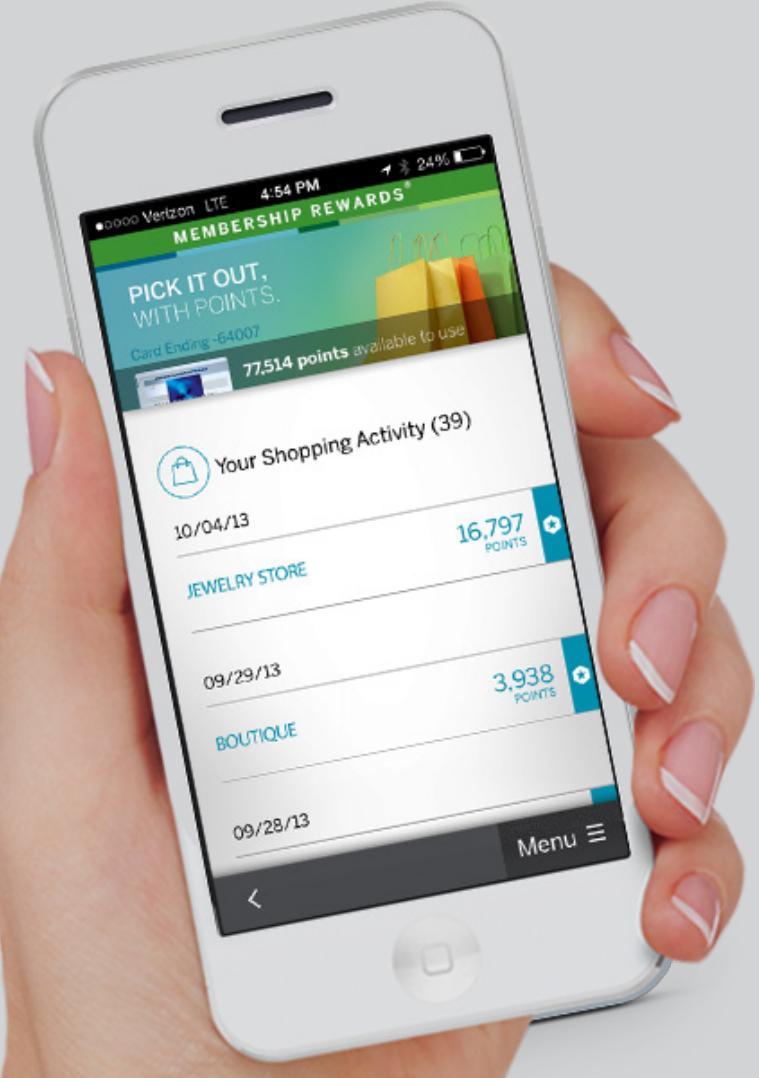
Cut Graphics - Loose Graphics

ASSET	FILENAME	LOCATION	W	H
	bg-hro-v1-bakery.jpg	Header / Amex App Section	1200	696
	bg-hro-v2-at-counter.jpg	Header / Amex App Section	1200	696
	bg-hro-v3-jewelry-store.jpg	Header / Amex App Section	1200	696
	bg-hro-v4-security.jpg	Header / Amex App Section	1200	696
	bg-key-features.jpg	Key Features Section	1200	700
	img-features-account.jpg	Key Features Section	343	462

Cut Graphics - Loose Graphics

ASSET	FILENAME	LOCATION	W	H
	img-features-fraud.jpg	Key Features Section	343	462
	img-features-personalized.jpg	Key Features Section	343	462
	img-features-points.jpg	Key Features Section	343	462
	img-features-phone.png	Key Features Section	400	585

Cut Graphics - Loose Graphics

ASSET	FILENAME	LOCATION	W	H
	img-hro-phone-v1-bakery.png	Header / Amex App Section	431	617
	img-hro-phone-v2-counter.png	Header / Amex App Section	431	617
	img-hro-phone-v3-jewelry.png	Header / Amex App Section	431	617
	img-hro-phone-v4-security.png	Header / Amex App Section	431	617



Thank You