SEEING IS BELIEVING.

WE'RE SHOWING YOU THE WAY.

DIGITAL POINT OF PURCHASE
SIGNAGE HOW TO GUIDE

AMERICAN EXPRESS

DON'T
do business
WITHOUT IT℠

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DIGITAL SIGNAGE HOW-TO-GUIDE

INTRODUCTION

With a crowded online marketplace, it's important that your website prominently shows they accept a range of payment options and is easy to use and purchase from.
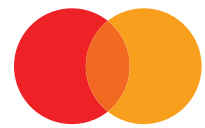
American Express offers a full suite of easy to implement, ready-to-go digital signage that shows all your payment options. Use this digital signage to enhance your customer experience and encourage transactions.

Get ready to welcome more happy customers with American Express.

HOW TO GUIDE

Make your customers feel welcome with American Express digital signage

Choose the logos that work best for your business, then follow the tips in this guide on how to display them.

We have signage solutions for every application. Use them on your:

- Website footer
- Cart and checkout
- Promotional pop-ups
- Email campaigns
- Mobile app
- Email signature

HOW TO:
HTML SOURCE CODE

Follow these simple steps

1. Head to the American Express Digital Supplies site and navigate to the logo you want.

2. Copy the code snippet to your clipboard.

3. Go to your working HTML file in your editing application.

4. Locate the spot in your code file and paste in the copied snippet.

5. Save your HTML file.

6. QA and test the signage is previewing properly (as shown below).

GOOD TO KNOW

Using an eCommerce platform like Shopify or Magneto to host your shopping experience?

All the large platforms have American Express logos pre-loaded into their checkout experiences.

See the platform's own documentation on how to add logos to your checkout experience.

EDITING LOGO SIZE

- All logo images are default coded as 50px in height, (including spacing) but can scale up.

- The logo images are 280px high, so any change in height should never exceed this value.

- The height and width values should always scale with each other, i.e., "width: 75px; height: 75px;" for square assets.
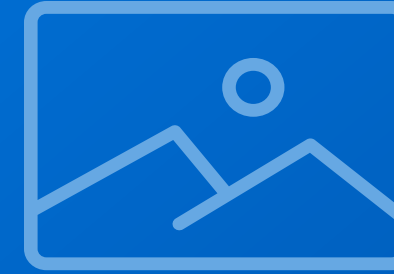
Edit only these values and always scale equally

```
<!-- Amex -->
<div id="amex-logo" style="width: 50px; height: 50px;">
<img src="https://assets.antero.brighthosted.com/assets/amex/
Amex_Bluebox-Logo.png" width="100%" height="100%"
alt="American Express Logo" border="0">
</div>
<!- Amex Logo ->
```

HOW TO:
IMAGE UPLOADS

Follow these simple steps

1. Head to the American Express Digital Supplies site and navigate to the signage you want.

2. Click on "Download Digital Version." An SVG and PNG file for each signage image is included for simple plug and play use.

3. Unzip the folder, then save the file to where you keep all your website images.

4. Resize as needed (do not modify the image in any other way). Note the file name as you will need it to update your site.

5. **In HTML editor:** Locate the placement of your current payment options and replace it with the new file name/path, or;
In CMS editor: Upload the signage file to your media directory, then add the asset to an open image container on your page.

6. Save and close to see the signage on your site.

7. QA and test the chosen signage is previewing properly.

GOOD TO KNOW

Even when using a platform's templates or a content management system (CMS), signage can easily be uploaded as an image into the media directory to add to your site. Use the CMS editor's controls to resize the signage (not exceeding 280px in height).

THANK YOU