



VISUAL IDENTITY GUIDELINES

I. OVERVIEW

2 Introduction

5 Brand Attributes

6 Visual Ethos

II. ESSENTIAL ASSETS

8 The Essentials

Identity Assets

9 Continuity

10 Blue Box Logo

11 Blue Box Logo, Alternate

12 Logotypes

13 Clearspace

14 Wordmarks

18 Taglines

Color

19 Color Palette

20 Using the Color Palette, Identity Assets

21 Using the Color Palette, Applications

Typography

22 Brand Typefaces

23 Benton Sans

24 Guardian

25 Using the Typefaces

III. EXPRESSIVE ASSETS

Patterns and Graphic Elements

27 Pattern, World Service

31 Pattern, Logotype

33 Graphic Elements

37 Iconography

Imagery

40 Photography

IV. CREATIVE PLATFORM

Campaign Material

44 Relationship Device

V. APPENDIX

Inspiration

59 Core Brand, Print

60 Core Brand, Digital

61 Card Material, Print

62 Card Material, Digital

63 Non-Card Material and Services, Print and Digital

65 What's to Come

To access the files covered in this document, please visit

Internal [HTTPS://BRAND.AEXP.COM](https://brand.aexp.com)

External [HTTPS://BRAND.AMERICANEXPRESS.COM](https://brand.americanexpress.com)

I. OVERVIEW

Introduction

A Powerful First Impression

Keep It Simple

Cut Through the Clutter

Talking to a Visually Literate World

Truly Global

Brand Attributes

Visual Ethos

A Powerful First Impression

How we present ourselves to the world says a lot about who we are. Our clothes, our expressions, our voices—our first impressions are how people form opinions that can last a lifetime. People may ask, “Do I want to spend time with them? Do I want to listen to what they have to say? Do I trust them? Am I attracted to them?” The same could be asked about American Express, and our new brand identity is the strongest way we can make a positive, lasting first impression.

For our brand identity to succeed, we need to **keep it simple** yet compelling; **cut through the clutter** and noise of a digital world; leverage **visual literacy** through effective imagery; and be a **truly global** brand with a clear and consistent personality everywhere we appear in the world. From work life to personal life and from one market to the next, American Express customers will recognize our brand, trust our products and services, and understand that we have their back—and it all starts with that powerful lasting first impression.

Keep It Simple

We've developed a clear, stylish, modern, and easy-to-use brand identity system that provides marketers with the ability to create unique communications and experiences that are consistent with our branding. The new system includes:

- A flexible selection of graphic elements, patterns, photography, and illustrations, giving marketers a high degree of flexibility without the added stress of complex brand requirements.
- Four essential items that will appear on all American Express communications, from servicing letters to sales presentations to digital and advertising, being fixed on every expression of our brand.

Cut Through the Clutter

Our customers get bombarded with messages that compete for their attention at every turn. As we modernize American Express, we must keep in mind that our new brand identity is more than just a brand evolution for an edge over competitors—it's a tool that will help us break through the clutter by speaking to people in a way that builds trust and fosters long-term relationships.

Talking to a Visually Literate World

Imagery is the new global language. Since smartphones emerged on the market in 2007, over 90% of young Americans have the hardware and apps they need to create instant visual communications. As of this writing, Instagram has topped 700 million users and YouTube has surpassed 5 billion daily video streams, ushering in an era of unprecedented creative ability.

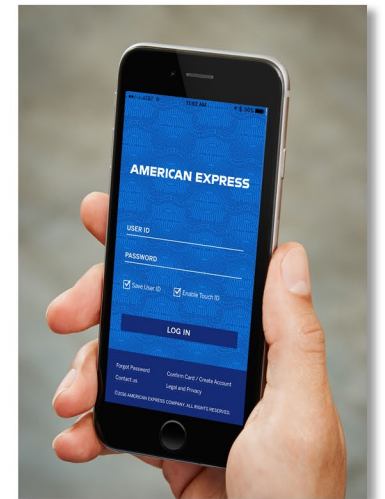
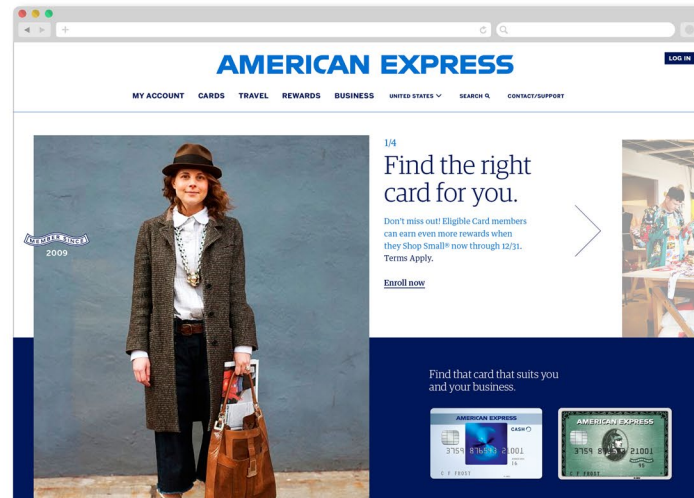
As the world gets smaller, visual literacy only grows stronger, and the best way to break through to visually literate customers is through a sophisticated brand identity that leverages exceptional design. Through this new global language, we now have the opportunity to communicate the best of what American Express has to offer, regardless of where our customers live or what dialect they speak.

Truly Global

Being truly global means having a consistently recognizable brand wherever American Express appears. From corporate products to personal finance and from one market to the next, our customers should recognize our brand's unique personality in everything we do. Our commercial success depends on factors far beyond the walls of our office and the borders of our country, and this new brand identity will help propel us across the world and go to market as the truly global brand we represent.

EXCEPTIONAL
POWERFUL
ENDURING
SOPHISTICATED
ESSENTIAL
AGILE
CONNECTED
DYNAMIC
CONTEMPORARY
AWARE

The American Express brand has these three key qualities:



White Space

An emphatic use of white space is a core principle of the Visual Identity. It provides a foundation for a clear hierarchy of message and imbues our materials with a sense of design, order, and style. It is the oxygen that allows the elements of the visual identity system to breathe.

Editorial Spirit

With its use of prominent personalities in its advertising, American Express has cultivated an editorial spirit, featuring leaders in business and culture as part of an exceptional community of clients. American Express is a lifestyle brand and the tonality of its messaging is editorial rather than directly promotional.

Juxtaposition

The brand heritage of American Express is expressed in fine-grain details and embellishments, while the Blue Box Logo and Logotype are rooted in a modern design vocabulary. The brand benefits from the deliberate juxtaposition of these modern and historic elements.

The Essentials

Identity Assets

Continuity

Scaling

Blue Box Logo

Blue Box Logo, Alternate

Logotype

Clearspace

Wordmarks

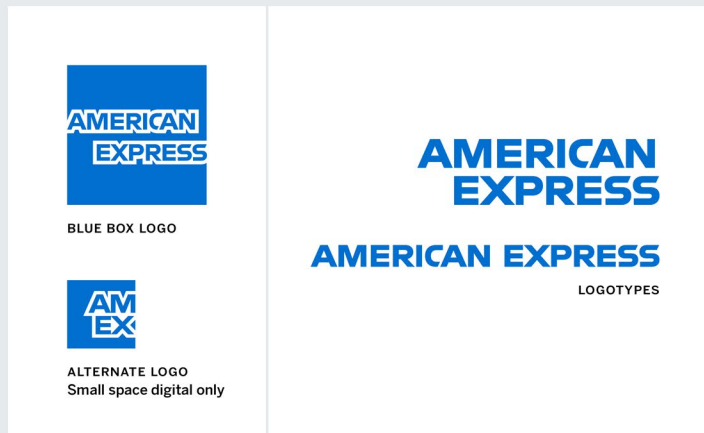
Taglines

Color

Typography

Every American Express communication must include these four essential elements.

1. LOGOS OR LOGOTYPE



The Blue Box Logo should appear prominently on all American Express communications. The Alternate Logo, (cropped to AM EX) is reserved for small scale digital use. One of the two Logotypes may be used in place of the Logo, however the Logo can still be used smaller, to complement the Logotype.

See pages 9–11.

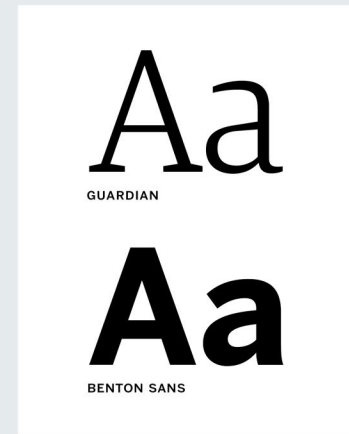
2. BRAND COLOR



If the communications piece includes color, use only the brand color. The brand color palette is comprised of a bright blue, deep blue, and a neutrals palette.

See pages 19–21.

3. BRAND TYPOGRAPHY



If the communications piece includes copy, use only the brand typography. The brand typography is comprised of the sans serif font “Benton Sans” and the serif font “Guardian”. These two fonts may be used in four combinations.

See pages 22–25.

4. TAGLINE



On promotional, offering, and advertising pieces the Tagline is a mandatory element.

In transactional or informational pieces where the tagline is too promotional or unnecessary, or in situations with space limitations, the tagline can be eliminated.

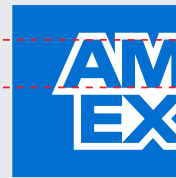
See pages 18 and 20.

The typography of the Blue Box Logo, Blue Box Logo Alternate, and Logotypes has been custom drawn for visual continuity throughout the identity system. Each asset has also been drawn to maintain legibility and integrity at scales from very small to environmental.



BLUE BOX LOGO

See pages 10 and 20 for Blue Box Logo usage, scales, file types and color rules.



ALTERNATE LOGO
Small space digital only

See pages 11 and 20 for Blue Box Logo Alternate usage, scales, file types and color rules.



LOGOTYPE

See pages 12 and 20 for Logotype usage, scales, file types and color rules.

Identity Assets

Blue Box Logo



AXP_BlueBoxLogo

The Blue Box Logo is the core visual expression of American Express. It should be used prominently on all American Express communications. The Logotype (see page 12) may be used in place of the Blue Box Logo, however the Logo can still be used smaller, to complement — i.e. back cover; bottom of ad; within a group of applications (envelope for letterhead); etc.

The Logo has been drawn to maintain legibility/continuity throughout the visual identity (from small to environmental scales). Four scale versions have been provided (see right). The Logo should not be scaled below the minimum sizes (per scale) found on this page.

The Blue Box Logo can be placed on imagery as long as it maintains maximum legibility.

Please see page 20, for Logo color use.

NOTE

The Blue Box Logo files, custom drawn (individually for print and then digital) to work at different scales, should never be recreated or modified. To maintain consistency, legibility, and brand integrity, please use only the files supplied, in their correct type (print versus digital) at their correct scales.

Use only the colors, as specified on pages 19–21.

A set of files have been provided with the Registration Mark; if needed please consult the brand support team.

SCALE SYSTEM

The Blue Box Logo files have been provided at four scales: Small, Regular, Large, and Extra Large (environmental).

The height of the Blue Box Logo determines the scale version (at right) that should be used.



Blue Box Logo, Height

In an application, when the Blue Box height is:

.325 to .45" or **40 to 50 pixels**
use the **SMALL** scale

.45 to 1" or **50 to 110 pixels**
use the **REGULAR** scale

1 to 4.25" or **110 to 410 pixels**
use the **LARGE** scale

4.25" and above or **410 pixels and above**
use the **EXTRA LARGE** scale

Note: If the Logo's height is a shared, meeting number (e.g. .45", or 1"), please use the larger scale.

MINIMUM SIZES

To ensure proper legibility, the Blue Box Logo files should not be used in sizes smaller than those listed above, right (per scale).

For small scale applications the "SMALL" Logo should never be used smaller than a height of .325" or 40 pixels.



Minimum height
of **SMALL** scale Logo:
.325" or **40 pixels**

Exception: If a Blue Box Logo is needed at a height below the minimum above, the Alternate Logo may be substituted: from 175" or 22 pixels, up to .325" or 40 pixels (minimum above).

FILE TYPES

The Blue Box Logo assets are available in these file-types:

PRINT (EPS FILES)

PMS COATED
PMS UNCOATED
AND CMYK (4-COLOR)

Note: B/W files are supplied as well. The B/W files should **ONLY** be used on 1-color, black-only, print applications (like a black-and-white newspaper ad).

DIGITAL (SVG, PNG, JPG)

RGB

Note: EPS (and InDesign) "Digital Master Files" have been provided. These can be used, as needed, to generate any alternate SVG, PNG and JPG files.

Identity Assets

Blue Box Logo, Alternate



AXP_BlueBoxLogo_Alternate

The Blue Box Logo, Alternate was created to make a powerful impression in a small space world. This logo should be reserved for American Express social media, app use, and mobile contexts where scale is restricted (e.g. mobile banners).

The Blue Box Logo Alternate is a supporting logo only; research indicates that our audience prefers the “American Express” logo remain foremost. The Alternate Logo should only replace the core Blue Box Logo in the small scale, digital environments (noted above) where its clarity and boldness excels.

The Logo has been drawn to maintain legibility/continuity throughout the visual identity (from extra small to regular scales). Three scale versions have been provided (see right). The Logo should not be scaled below the minimum sizes (per scale) found on this page.

Please see page 20, for Logo color use.

NOTE

The Blue Box Logo Alternate files, custom drawn to work at different scales, should never be recreated or modified. To maintain consistency, legibility, and brand integrity, please use only the files supplied at their correct scales.

A set of files have been provided with the Registration Mark; if needed please consult the brand support team.

SCALE SYSTEM

The Blue Box Logo, Alternate files have been provided at three scales: Extra Small, Small, and Regular.

The height of the Blue Box Logo determines the scale version (at right) that should be used.



Blue Box Logo, Alternate, Height

In an application, when the Blue Box (Alternate) height is:

.175 to .225" or **22 to 32 pixels**
use the **EXTRA SMALL** scale

.225 to .45" or **32 to 50 pixels**
use the **SMALL SCALE**

.45" to 4" or **50 to 450 pixels**
use the **REGULAR** scale

Note: If the Logo's height is a shared, meeting number (e.g. .225", or .45"), please use the larger scale.

Exception: The **REGULAR** Logo can be scaled above 4" and 450 pixels, but such use must be approved by the brand support team.

MINIMUM SIZES

To ensure proper legibility, the Blue Box Logo files should not be used in sizes smaller than those listed above, right (per scale).

For small scale applications the “EXTRA SMALL” Logo should never be used smaller than a height of .175" or 22 pixels.



Minimum height of **EXTRA SMALL** scale Logo: **.175"** or **22 pixels**

FILE TYPES

The Blue Box Logo, Alternate assets are available in these file-types:

DIGITAL (SVG, PNG, JPG)

RGB

Note: EPS (and InDesign) “Digital Master Files” have been provided. These can be used, as needed, to generate any alternate SVG, PNG and JPG files.

**AMERICAN
EXPRESS**

AXP_Logotype_Stacked

AMERICAN EXPRESS

AXP_Logotype_SingleLine

Two versions of the Logotype have been provided: a Single-Line version and a Stacked version. Either Logotype may be used on any application, per design preference and spatial requirements.

The Logotypes may be used in place of the Blue Box Logo, however the Logo can still be used smaller, to complement — i.e. back cover; bottom of ad; within a group of applications (envelope for letterhead); etc.

The Logotypes should not be scaled below the minimum size found on this page.

The Logotypes can be placed on imagery as long as it maintains maximum legibility.

Please see page 20, for Logotype color use.

NOTE

The custom drawn Logotype files should never be recreated or modified. To maintain consistency and brand integrity, please use only the files supplied.

Use only the sizes and colors, as specified.

SCALE SYSTEM AND MINIMUM SIZES

The two Logotypes (Single-Line and Stacked) use a single scale version.

To ensure proper legibility, the Logotype files should not be used in sizes smaller than a .05" or 7 pixels Cap-Height. (The Cap-Height is determined by the height of a single line of capital letters.)

The two Logotypes have no maximum scale limit.

AMERICAN EXPRESS  Cap-Height

**AMERICAN
EXPRESS**  Cap-Height

AMERICAN EXPRESS  Minimum Size
of Logotypes:
.05" or 7 pixels
Cap-Height

FILE TYPES

The Logotype assets are available in these file-types:

PRINT (EPS FILES)

PMS COATED
PMS UNCOATED
CMYK (4-COLOR)
AND REVERSE_WHITE

Note: B/W files are supplied as well. The B/W files should **ONLY** be used on 1-color, black-only, print applications (like a black-and-white newspaper ad).

DIGITAL (SVG, PNG, JPG)

RGB

Note: EPS "Digital Master Files" have been provided. These can be used, as needed, to generate any alternate SVG, PNG and JPG files.

Identity Assets

Clearspace

Clearspace around an Identity Assets is critical in order to separate the asset from other communication elements and ensure clarity and prominence. The diagrams, at right, show the minimum amount of clearspace space required.

Blue Box Logos Clearspace

Maintain at least $\frac{1}{3}$ "X" (where X = height of the Blue Box Logo) between the Logo and any accompanying element.

Logotypes Clearspace

Maintain at least 3 "X" (where X = Cap-Height of the Logotype) between the Logotype and any accompanying element.

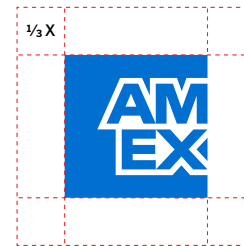
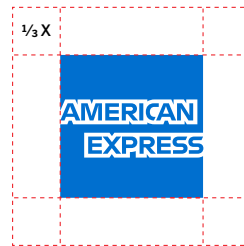
Clearspace Exceptions

These four exceptions are not bound to the above clearspace rules.

1. Bleeding the Blue Box off one or more edges. (Before producing please consult your vendor for advice.)
2. Digital apps and avatars, etc. where cropping is mandatory.
3. Emphatic use of the either the Logo or Logotype (bleeds or tight to edges).
4. "Pattern" Logotype cropping (such as on folders or totes, etc.).

BLUE BOX CLEARSPACE

Clearspace is $\frac{1}{3}$ X (where X = height of Blue Box)

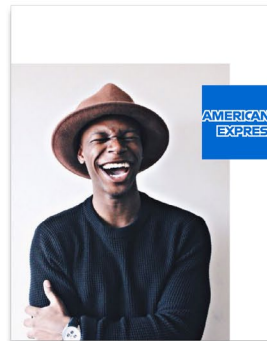


LOGOTYPE CLEARSPACE

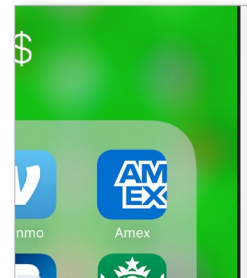
Clearspace is 3X (where X = Cap-height of Logotype). See page 12, Cap-Height defined.



CLEARSPACE EXCEPTIONS



BLUE BOX BLEEDS



APP AND AVATAR CROPS



EMPHATIC LOGO OR LOGOTYPE



CROPPED LOGOTYPE



SafeKey®

Blue Box Wordmark Lockup

AMERICAN EXPRESS
Brand Site

American Express Name Lockup

THE CENTURION® LOUNGE

Standalone Wordmark Type Lockup

A WORDMARK is a typographical tool that is used to identify different products, services, and business areas at American Express. These wordmarks use recognizable fonts and color palettes that correspond with our brand to ensure consistency across print and digital communications. Our policy does not allow for the creation of any new American Express logos, for external or internal use. Only wordmarks are permitted.

Wordmarks can be one-, two-, or three-word names and are set in Benton Sans title case, uppercase, or lowercase. They can appear as a lockup with the Blue Box, a lockup with the American Express name, or as standalone type.

WEIGHT AND CASE

All the weights and cases should match in a suite of wordmarks.



THE CENTURION® LOUNGE

LENGTH

Three words maximum

AMERICAN EXPRESS
THE CENTURION® LOUNGE

Wordmarks

Blue Box Lockup

SPECIAL REQUIREMENTS

Font

Benton Sans

Size

14pt minimum recommended;
2-inch maximum width

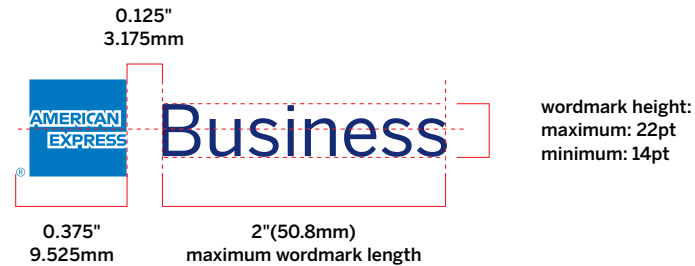
Placement

Blue Box is always flush left
(never above, beneath, or to
the right of the type)

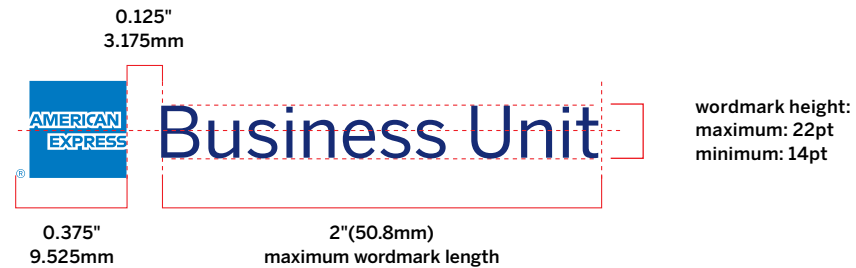
Stacking

Two- and three-word names can
stack, provided they don't sit
higher or lower than the Blue Box

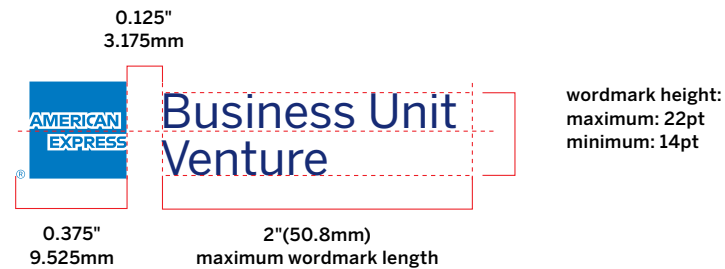
ONE-WORD LOCKUPS



TWO-WORD LOCKUPS



THREE-WORD LOCKUPS



Wordmarks

American Express Name Lockup

SPECIAL REQUIREMENTS

Font

Benton Sans

Size

30pt minimum recommended;
43pt maximum width

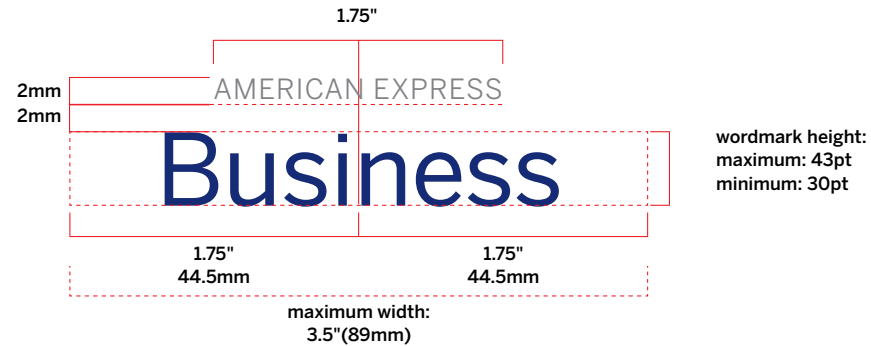
Placement

The American Express name artwork is always centered above the type (never beneath or horizontal with the type)

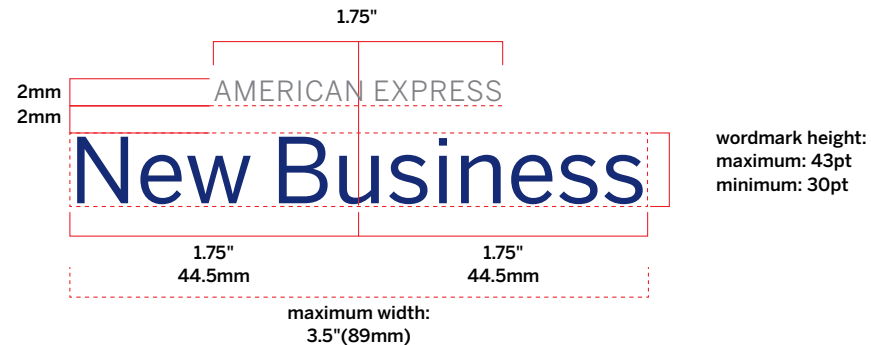
Stacking

All type is centered (never aligned left, right, or vertically)

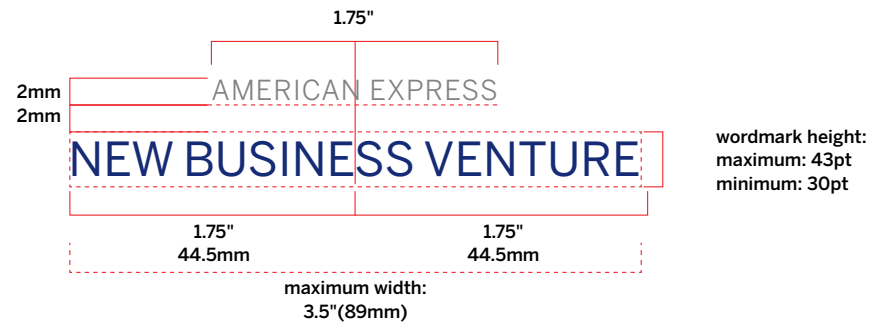
ONE-WORD LOCKUPS



TWO-WORD LOCKUPS



THREE-WORD LOCKUPS



Wordmarks

GENERAL DON'TS

Use acronyms

Add taglines

Employ both the Blue Box and the American Express name artwork in the same wordmark

Type out American Express (instead, use the Blue Box and/or the American Express name artwork)

Wordmarks may require a legal mark (®, ™, etc.), so please check with GCO to determine its legal status



BLUE BOX LOCKUP DON'TS

Use a font size that is larger than the Blue Box

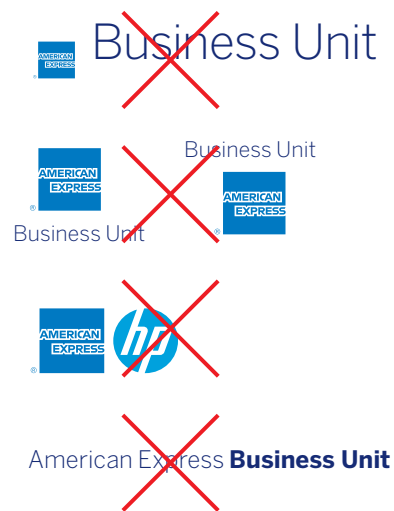
Center the type above or below the Blue Box

Lock-up images or other logos with the Blue Box

Type out American Express (use the Blue Box and/or the American Express name instead)

NOTE

Minimum and maximum wordmark type sizes are based on the preferred Blue Box size



AMERICAN EXPRESS NAME LOCKUP DON'TS

Position the American Express name below or horizontal with the type

Stack two- and three-word names beneath the American Express name artwork

Use the American Express name artwork as a standalone element

NOTE

Minimum and maximum wordmark type sizes are based on the preferred Blue Box size



Taglines

DON'T *live life* **WITHOUT IT**SM

AXP_Tagline_LiveLife

DON'T *do business* **WITHOUT IT**SM

AXP_Tagline_DoBusiness

The Taglines convey critical brand messaging and should be used whenever possible: promotional, offerings, services, advertising pieces, etc. It need not be a part of informational and transactional pieces in which the Tagline would feel out of place, or overly promotional.

The Taglines should not be scaled below the minimum size found on this page.

The primary Tagline files are horizontal. However, an alternate stacked version can be used in limited-space applications.

The Taglines can be placed on imagery as long as they maintain maximum legibility.

Please see page 20, for Tagline color use.

NOTE

The Tagline files should never be recreated or modified. To maintain consistency and brand integrity, please use only the files supplied.

Use only the sizes and colors, as specified.

SCALE SYSTEM AND MINIMUM SIZES

The Taglines use a single scale version.

To ensure proper legibility, the Tagline files should not be used in sizes smaller than a .05" or 7 pixels Cap-Height. (The Cap-Height is determined by the height of a single line of capital letters.)

The Taglines have no maximum scale limit.

DON'T *live life* **WITHOUT IT**SM Cap-Height

DON'T *do business* **WITHOUT IT**SM Minimum Size of Taglines: .05" or 7 pixels Cap-Height

ALTERNATE CONFIGURATION

When horizontal space is limited an alternate three-line vertical configuration may be used. The single-line configuration is always preferred, when possible.

DON'T
live life
WITHOUT ITSM

DON'T
do business
WITHOUT ITSM

FILE TYPES

The Tagline assets are available in these file-types:

PRINT (EPS FILES)

PMS COATED
PMS UNCOATED
CMYK (4-COLOR)
AND REVERSE_WHITE

Note: B/W files are supplied as well. The B/W files should ONLY be used on 1-color, black-only, print applications (like a black-and-white newspaper ad).

DIGITAL (SVG, PNG, JPG)

RGB

Note: EPS "Digital Master Files" have been provided. These can be used, as needed, to generate any alternate SVG, PNG and JPG files.

LOCK-UPS

When a lock-up (Blue Box and Tagline in close proximity) is preferred, please use the relationships designated here:

HORIZONTAL LOCK-UP Where X = the height of the Blue Box: 1/3 "X" space between "Don't" and the Blue Box; 1/6 "X" Cap-height; "Don't" centered to Blue Box.

ALTERNATE LOCK-UP Where X = the height of the Blue Box: 1/5 "X" space between "Don't" and the Blue Box; 1/9 "X" Cap-height; tagline configuration centered to Blue Box.



Color
Color Palette

The American Express Color Palette consists of a Primary Palette (Bright and Deep Blue) and a Neutrals Palette (White, Black, and a suite of Grays).

Please see the following pages for color usage rules.

PRIMARY PALETTE

NEUTRALS PALETTE

BRIGHT BLUE

PMS 285 COATED
PMS 2195 UNCOATED
CMYK 98.44.0.0
RGB 0.111.207
HEX #006FCF

DEEP BLUE

PMS 2757 COATED
PMS 287 UNCOATED
CMYK 100.90.0.30
RGB 0.23.90
HEX #00175A

WHITE

PMS NONE
CMYK 0.0.0.0
RGB 255.255.255
HEX #FFFFFF

GRAY 6

PMS COOL GRAY 6
ON COATED
AND UNCOATED
CMYK 0.0.0.52
RGB 167.168.170
HEX #A7A8AA

The entire PMS Cool Gray family may be used: Cool Gray 1 through 11. Cool Gray 6 should be used most frequently in color fields and type.

GRAY 1

PMS COOL GRAY 1
ON COATED
AND UNCOATED
CMYK 0.0.0.11
RGB 217.217.214
HEX #D9D9D6

GRAY 2

PMS COOL GRAY 2
ON COATED
AND UNCOATED
CMYK 0.0.0.17
RGB 208.208.206
HEX #D0D0CE

GRAY 3

PMS COOL GRAY 3
ON COATED
AND UNCOATED
CMYK 0.0.0.25
RGB 200.201.199
HEX #C8C9C7

GRAY 4

PMS COOL GRAY 4
ON COATED
AND UNCOATED
CMYK 0.0.0.35
RGB 187.188.188
HEX #BBBCBC

GRAY 5

PMS COOL GRAY 5
ON COATED
AND UNCOATED
CMYK 0.0.0.44
RGB 177.179.179
HEX #B1B3B3

GRAY 7

PMS COOL GRAY 7
ON COATED
AND UNCOATED
CMYK 0.0.0.60
RGB 151.153.155
HEX #97999B

GRAY 8

PMS COOL GRAY 8
ON COATED
AND UNCOATED
CMYK 0.0.0.68
RGB 136.139.141
HEX #888B8D

GRAY 9

PMS COOL GRAY 9
ON COATED
AND UNCOATED
CMYK 0.0.0.77
RGB 117.120.123
HEX #75787B

GRAY 10

PMS COOL GRAY 10
ON COATED
AND UNCOATED
CMYK 0.0.0.85
RGB 99.102.106
HEX #63666A

GRAY 11

PMS COOL GRAY 11
ON COATED
AND UNCOATED
CMYK 0.0.0.94
RGB 83.86.90
HEX #53565A

BLACK

PMS BLACK
ON COATED
AND UNCOATED
CMYK 40.20.20.100*
RGB 0.0.0
HEX #000000

* When budget constraints make cmyk necessary, a rich/cool black can be created with the formula above. If very small (under 6pt type) is knocking-out of black, use 100K only. Consult printer.

GENERAL NOTE

In print, PMS is preferred. When budget constraints prohibit the use of PMS colors, their CMYK equivalents (outlined here) should be used. Printing with CMYK can produce varied results. Please work your printer to ensure the CMYK values are as close a match to the PMS as possible (proofing recommended). For digital applications, the RGB/HEX values should be used.

Color

Using the Color Palette, Identity Assets

LOGO

The Blue Box Logo should only be rendered in Bright Blue. The selected background color or image area should always allow for optimal Blue Box Logo legibility.



One exception to the rule above, the Blue Box Logo can be Black when the application is 1-color, Black-only (i.e. newspaper ad).



The Blue Box Logo should never be rendered in Reverse/White.



LOGO, ALTERNATE

The Blue Box Logo, Alternate should only be Bright Blue. The selected background color or image area should always allow for optimal Blue Box Logo legibility.



Since the Blue Box Logo, Alternate will be used in digital applications only, a Black logo should never be needed.



The Blue Box Logo should never be rendered in Reverse/White.



LOGOTYPE

Both Single-Line and Stacked Logotypes may be rendered in Bright Blue, Deep Blue, Reverse/White, or Cool Gray 1–11. No other color is permissible.

AMERICAN
EXPRESS

AMERICAN
EXPRESS

AMERICAN
EXPRESS

AMERICAN
EXPRESS

AMERICAN
EXPRESS

The Logotypes should only be black when the application is 1-color, black-only.

AMERICAN
EXPRESS

TAGLINE

The Taglines may be rendered in Bright Blue, Deep Blue, Reverse/White, or Cool Gray 1–11. No other color is permissible.

NOTE: A two-color Tagline (where the sans serif and script fonts are different colors) may only be used in an application when the Tagline is the sole element of visual interest (i.e. simple banner).

DON'T *live life* WITHOUT IT™

DON'T *live life* WITHOUT IT™

DON'T *live life* WITHOUT IT™

DON'T *live life* WITHOUT IT™

DON'T *live life* WITHOUT IT™

The Taglines should only be black when the application is 1-color, black-only.

DON'T *live life* WITHOUT IT™

Color

Using the Color Palette, Applications

Two blue hues, grays (1–11), black and white comprise the brand color palette of American Express.

The large diagram, at right, shows an approximate ratio of recommended color usage throughout the master brand communications.

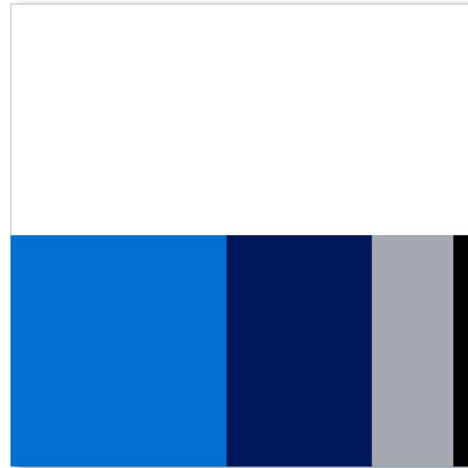
White (white space) plays the most dominant role, followed by the American Express iconic blues: Bright Blue and Deep Blue. Gray supports the palette when a neutral is useful.

Black should only be used when needed for type or graphic elements (see page 33). In contexts where the use of color is not an option (i.e. newspaper ad) the assets can be black (see page 20).

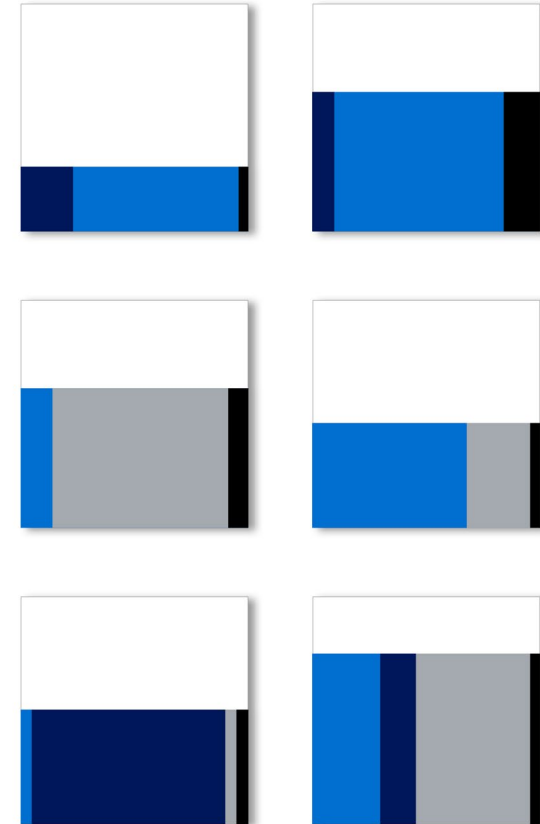
The master brand color ratio applies to the brand as a whole. Individual applications, departments, or programs, etc., may choose their own ratios; but, if all the brand pieces were to be evaluated as a group, this master brand ratio would be the ideal.

COLOR RATIOS

MASTER BRAND



SAMPLE APPLICATIONS OR DEPARTMENTS



Typography

Brand Typefaces

Consistent typographic style establishes a brand voice for American Express.

The fonts identified on this page are the only typefaces allowed within American Express messaging.

The American Express typographic system is comprised of two typeface families:

BENTON SANS, GUARDIAN

Clean, geometric forms make the typeface Benton Sans feel “cool” and contemporary. Guardian, with its humanistic features, rounds out the type brand voice—its “warmth” a beautiful visual counterpoint to the cooler Benton Sans.

Benton Sans or Guardian may be used separately, or in a complementary way to achieve contrast and rich layering (see page 25).

NOTE

When a requirement, the system font Cambria can be used for all letters typeset in Word (printed on pre-printed letterhead), and all address blocks printed on envelopes. The system font Arial can be used for email correspondence and Powerpoint/Keynote presentations, locations where live system fonts are required in a digital context.

BENTON SANS

EXTRA LIGHT, CAPS

Guardian

THIN, TITLE CASE

BENTON SANS, TYPE WEIGHTS

Thin
Extra Light
Light
Book

Regular
Medium
Bold
Black

TYPICAL CHARACTER SET

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789 !? " # \$ % & + @ TM ® ©

Benton is a contemporary, sophisticated typeface with a spectrum of weights and styles. Benton includes two different styles: Roman and Small-Cap, in eight different weights.

Use Benton for display and supporting type (body copy, caption, etc.). With an extensive family, Benton can be used in all contexts: collateral, signage and digital. One exception: in cases where systems fonts are necessary.

DO AND DON'T

Thin, Extra Light and Light weights should be used for display type such as titles or quotes.

Medium, Bold, and Black should be more sparingly used for emphasis and hierarchy.

Small-Caps can be used for emphasis, especially for the first word/line of text, or as a subhead.

Tracking for Capitals and Small-Caps should be set between 10–50 points. Don't mix Capitals with Small-Caps in the same word or sentence/phrase.

Make sure your text rags do not have distracting bulges/shaping. Avoid widows (single word on last line of paragraph).

Capital or Small-Cap text, within body copy, should not run for longer than three lines; one preferred.

Capital or Small-Cap titles, with short lines lengths, can run as long as needed.

Avoid excessively-long body copy line lengths; the optimal line length for your body copy is 50–75 characters.

GUARDIAN TEXT, TYPE WEIGHTS

Regular
Medium
Bold
Black

TYPICAL CHARACTER SET

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789 !? " # \$ % & + @ TM ©

GUARDIAN, TYPE WEIGHTS

Hairline
Thin
Light
Regular
Medium
Semibold
Bold
Black

Guardian Text and Guardian are an elegant typeface pair with a spectrum of weights and styles. Guardian Text includes two different styles: Roman and Small-Cap, in four different weights. Guardian includes one style: roman, in eight different weights.

Use Guardian for display type, and Guardian Text for supporting type (body copy, caption, etc.). With an extensive family, these two fonts can be used in all contexts: collateral, signage and digital. Two exceptions: in cases where systems fonts are necessary; in digital media Benton Sans is favored for supporting type.

DO AND DON'T

Hairline, Thin and Light weights should be used for display type such as titles or quotes.

Medium, Semibold, Bold, and Black should be more-sparingly used for emphasis and hierarchy.

Small-Caps can be used for emphasis, especially for the first word/line of text, or as a subhead.

Tracking for Capitals and Small-Caps should be set between 10–50 points. Don't mix Capitals with Small-Caps in the same word or sentence/phrase.

Make sure your text rags do not have distracting bulges/shaping. Avoid widows (single word on last line of paragraph).

Capital or Small-Cap text, within body copy, should not run for longer than three lines; one preferred.

Capital or Small-Cap titles, with short lines lengths, can run as long as needed.

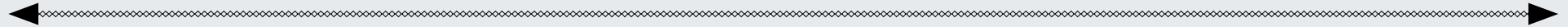
Avoid excessively-long body copy line lengths; the optimal line length for your body copy is 50–75 characters.

Typography

Using the Typefaces

American Express brand fonts may be used in the four combinations seen below. Benton Sans or Guardian can be used exclusively within a single piece, or they can be combined to set-off information. The coolness of Benton Sans can be warmed up by the humanistic character of Guardian. The examples below

demonstrate the cool-to-warm spectrum that all-Benton, all-Guardian, and mixed font applications can provide. Rather than having strict roles within the system, the two typefaces can be thought of as allowing more breadth of expression and functioning to create a dialogue within the identity system.



cool, contemporary, rational, modern

warm, humanistic, elegant, distinguished

TRAVEL AND
SHOP WITH
CONFIDENCE

PREMIUM ROADSIDE ASSISTANCE

Whether you need a tow or a jumpstart, we'll send help your way 24 hours a day, 7 days a week. Emergency services like towing up to 10 miles, changing a flat, or jumpstarting a battery are a phone call away.

ALL BENTON SANS

TRAVEL AND
SHOP WITH
CONFIDENCE

PREMIUM ROADSIDE ASSISTANCE

Whether you need a tow or a jumpstart, we'll send help your way 24 hours a day, 7 days a week. Emergency services like towing up to 10 miles, changing a flat, or jumpstarting a battery are a phone call away.

BENTON SANS

Display Type
titles, subtitles, headers, quotes

GUARDIAN

Supporting type
body copy, captions

Travel and
Shop with
Confidence

PREMIUM ROADSIDE ASSISTANCE

Whether you need a tow or a jumpstart, we'll send help your way 24 hours a day, 7 days a week. Emergency services like towing up to 10 miles, changing a flat, or jumpstarting a battery are a phone call away.

GUARDIAN

Display Type
titles, subtitles, headers, quotes

BENTON SANS

Supporting type
body copy, captions

Travel and
Shop with
Confidence

PREMIUM ROADSIDE ASSISTANCE

Whether you need a tow or a jumpstart, we'll send help your way 24 hours a day, 7 days a week. Emergency services like towing up to 10 miles, changing a flat, or jumpstarting a battery are a phone call away.

ALL GUARDIAN

Patterns and Graphic Elements

Pattern, World Service

Pattern, Logotype

Graphic Elements

Iconography

Pattern

World Service

The World Service Pattern is a powerful visual tool that can be used to add richness, warmth, or visual interest to American Express communications. This Pattern can be used on any materials in which the message of “World Service” is appropriate.

On these communications pieces, the World Service Pattern can be added as a texture layer (i.e. back of notecard or letterhead, background texture of payment app, etc.); or used in “pure” contexts where it is the only graphic element (i.e. on mugs, fabric, or other applications where it is treated as an overall pattern).

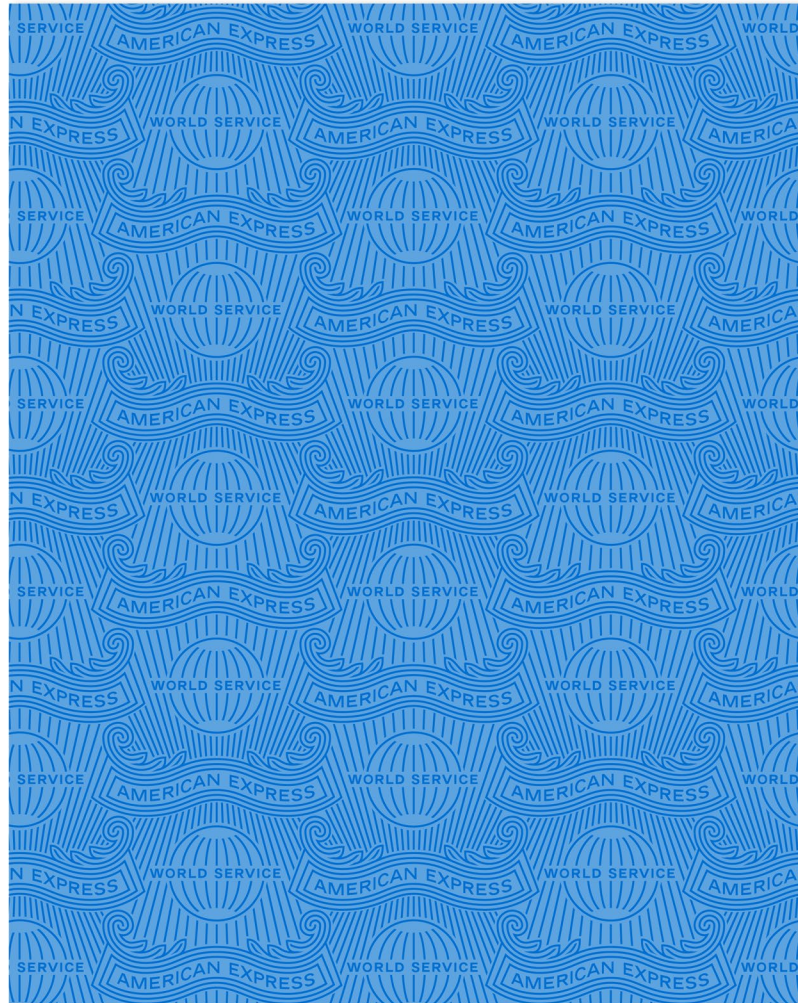


PATTERN AS
TEXTURE LAYER



GRAPHIC PATTERN
IN “PURE” CONTEXT

PATTERN FIELD



DETAIL OF PATTERN FIELD

World Service Pattern files have been supplied as both a: 48 x 48" Pattern Field for immediate/typical use (above); and a repeatable Pattern Tile for any infinitely-large pattern needed.

(Example above) Pattern: 100% PMS 285; Field: 60% PMS 285

PATTERN TILE



COMPLETE PATTERN TILE

World Service Pattern files have been supplied as both a: 48 x 48" Pattern Field for immediate/typical use; and a repeatable Pattern Tile (above) for any infinitely-large pattern needed.

(Example above) Pattern: 100% PMS 285; Field: White

PRODUCTION AND SCALING

The World Service Pattern files have been customized for print, environmental and digital; please use the file type relevant to your application.

The means of reproduction, line screen, and media greatly influence how small the pattern can be used. Please evaluate your application, scale, and production methods to ensure legibility. The pattern has no maximum size limit.

Environmental World Service Pattern files (drawn lighter for large scale use) have been supplied. Depending on final scale and production methods the regular weight (found in the print files) may be preferred.

For on-screen applications, the pattern should be rendered in non-contrasting colors to avoid vibration.

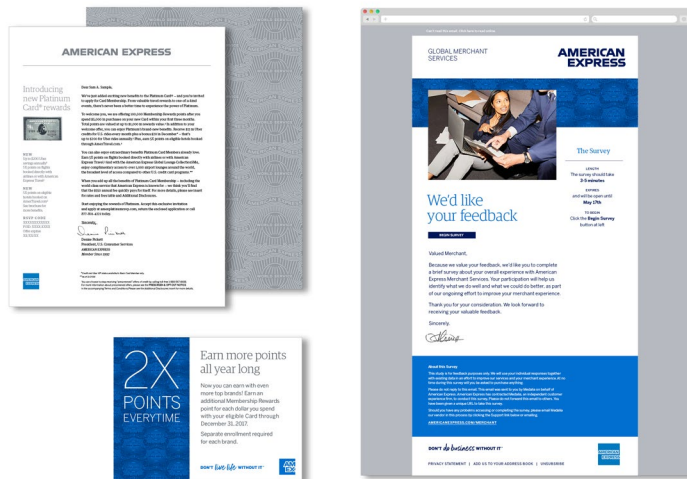
Pattern World Service

CROPPING

The World Service Pattern should either be used small enough that you see the pattern-repeat (below, left) or a coherent crop with a clear focus (below, right).



The World Service Pattern can be used as full-bleed color fields, or placed in vertical or horizontal “bar” shapes of any dimension. These fields and bars can be overlapped by type, photography, the Logotypes, and any graphic element as long as optimal legibility is maintained.



COLOR USAGE

Patterns may be 1-color (pattern color) or 2 color (field color and pattern color). Patterns may use all brand colors, in 100% or tint values (see page 19 and right). Extensive color combinations are possible (only a representative amount is shown below). However, some color combinations are not as successful. Please see the inspiration section for some preferred color interaction and usage.



Pattern: 100% PMS 2757; Field: 100% PMS 285



Pattern 85% PMS Cool Gray 7; Field: 100% PMS Cool Gray 9



Pattern: 55% PMS 285; Field: 100% PMS 285

TINTS

BRIGHT BLUE	DEEP BLUE
100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%

Tints of color (percentages of the full strength, 100% color) may be used for both Patterns: World Service and Logotype (see pages 27–32).

Bright Blue and Deep Blue can be used as tints of color. The suite of Grays (1–11) already provide a full range of grays that make tints less necessary.

Tints are not permitted on any other assets.



WORLD SERVICE PATTERN

Subtle color shifts and repeating patterns create a sophisticated and rich visual texture.



WORLD SERVICE PATTERN

Emphatic scales and tight, deliberate crops of the World Service Pattern are powerful and eye-catching.



EMPHATIC LOGOTYPE

The two Logotype configurations (Single-Line and Stacked) can be used emphatically, spanning large environmental surfaces, ads, etc. The two Logotypes have no maximum scale limit.



LOGOTYPE AS PATTERN

The Logotypes can also be cropped to create lively and graphic “pattern” fields (i.e. on the back of a business card or notecard, on folders, etc.). Within the pattern-context-only, the Logotype words “American” or “Express” may also be shifted left-to-right, or top-to bottom to achieve dynamic pattern crops and alignments (i.e. middle version above).



COLOR

As with the Logotypes, the Logotype Patterns may be rendered in any combination of the Bright Blue, Deep Blue, Reverse/White, or Cool Gray 1–11. They may also be tints of the above two Blues or Grays (see pages 19, 20 and 28). No other color is permissible.



CROPPING

All crops are permissible as long as they do not highlight words or phrases (i.e. “America”, “Erica”, “Me Ex”, etc.) or isolate only “AM EX”.

Note on “AM EX” crop: The Blue Box Logo Alternate, which crops to “AM EX” is permitted only as a supporting logo in limited small scale digital applications. This abbreviation should not be embraced as an alternate visual motif, see above.



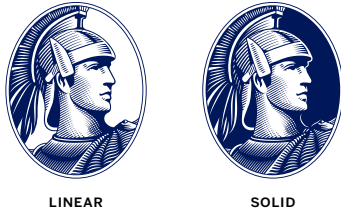
LOGOTYPE PATTERN

A showstopper, with graphic impact at any scale, the Logotype and Logotype Patterns have no maximum scale limit.

Graphic Elements

Security

THE CENTURION



The Centurion is an icon of American Express, particularly on our cards. This icon can be featured on the cards themselves and card-related material. The Centurion has both a Linear and Solid drawing. Linear is the primary icon, with Solid reserved for high impact, environmental applications.

The icon may be used in the Bright Blue, Deep Blue, Cool Gray 1–11, or Black. The Centurion should never be Reverse or rendered in a color lighter than its background.

The Centurion may be rendered in card-art-related colors or tints, but this is permissible only on the card art itself.

The Centurion should never be used smaller than a height of .7" or 110 pixels. They have no maximum scale limit.



Minimum height
of Centurion
.7" or 110 pixels

Global

GLOBE



The Globe is a heritage element drawn from the World Service pattern. The Globe can be used on any material in which the message of "World Service" or "Global" is appropriate.

The Globe may be rendered in the Bright Blue, Deep Blue, Reverse/White, Cool Gray 1–11, or Black.

The Globe should never be used smaller than a height of .45" or 58 pixels. It has no maximum scale limit.

An environmental Globe file (drawn lighter for large scale use) has been supplied. Depending on final scale and production methods the regular weight (found in the print files) may be preferred.



Minimum height
of Globe
.45" or 58 pixels

Service

RIBBONS



These Ribbons are heritage elements drawn from the World Service pattern and card art. The "American Express" Ribbon can be featured on any American Express communications. The "Member Since" Ribbon can be used on material related to members or service.

Both Ribbons may be rendered in the Bright Blue, Deep Blue, Reverse/White, Cool Gray 1–11, or Black.

The Ribbons should never be used smaller than a height of .225" or 26 pixels. They have no maximum scale limit.

Environmental Ribbons files (drawn lighter for large scale use) have been supplied. Depending on final scale and production methods the regular weight (found in the print files) may be preferred.



Minimum
height
of Ribbons
.225"
or 26 pixels

Trust

1850



The 1850 graphic element celebrates the founding of American Express. This graphic can be used on materials which wish to highlight this heritage.

The 1850 may be rendered in the Bright Blue, Deep Blue, Reverse/White, Cool Gray 1–11, or Black.

The 1850 graphic element should never be used smaller than a height of .275" or 30 pixels. This graphic has no maximum scale limit.



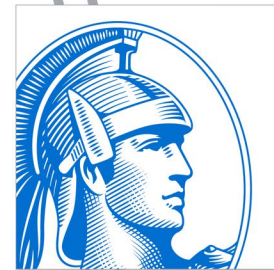
Minimum height
of 1850
.275" or 30 pixels

Graphic Elements

The Centurion

THE CENTURION

The Centurion can be used emphatically, rendered in brand colors, and cropped. However, crops should not be reductive to the point that what identifies this icon as a Centurion is lost. Slight crops (one to three edges) are recommended.





GRAPHIC ELEMENTS

All of the Graphic Elements can overlap and interact with photography, color fields, and other Graphic Elements. When overlapping, both assets should have optimal legibility.



GRAPHIC ELEMENTS

The Graphic elements can be used to enliven a design, adding visual interest and texture. These two elements can be used on any material where “global,” “service” and “member” messages are appropriate.



Iconography



Gas



Gift Card



Phone



Plane

OUTLINED ICON EXAMPLE



ICONS are visual identifiers that easily communicate common actions and ideas. When used in the right context, a well-crafted icon can be as simple as an image of an airplane, a computer screen, or an encircled number. Icons can also be used as visual metaphors, such as a thumbs-up, a pencil, or a lock.

We use a consistent and uniform selection of icons across digital, mobile, and print collateral to enhance the user experience, clarify our message, and limit the need for long copy.

Iconography

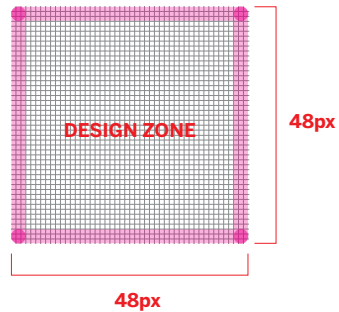
Creating An Icon

SCALE SYSTEM AND MINIMUM SIZES

The minimum icon size is 22x22px (small icon), and the maximum icon size is 62x62px (x-large icon). The proportions of a horizontal icon are dictated by its width, while the proportions of a vertical icon are dictated by its height.

Core Grid = 48x48px
Corners = 3px
Strokes = 3px, #000000

EXAMPLE



SMALL ICON



MEDIUM ICON



LARGE ICON



X-LARGE ICON



III. EXPRESSIVE ASSETS

Imagery

Photography

Photography Guidelines

Strategic POV & Composition

STRATEGIC POV

All content should have a **character who is the hero/American Express card member**, surrounded by the Relationship Device.

Subject matter subject matter should feel **authentic, real, and captured in the middle of a moment**. Not overly staged.

Scenarios should feel **aspirational but attainable**.

Scenarios should feature **shared experiences and social moments**, not people alone.*

People should represent **modern card members**:

- Represent diversity in gender, ethnicity, and age
- Avoid stereotypes in age and gender roles (i.e., women shopping, men in suits, etc)
- Should feature real people of all shapes and sizes

**Note: Vista and locations images are sometimes needed to inspire travel but not typically used by themselves*

COMPOSITION

Photography composition is extremely important in conveying the Amex brand messages. Please follow the rules below.

1. Images should be uncluttered to maximize legibility of advertising elements. Consider how the Relationship Device, headline + body copy, logo lockup will appear.
2. Images should be rich in color. Avoid muted or black and white photography.
3. Avoid extreme close-ups which do not have clearspace for the Relationship Device.

Photography Guidelines

Photography Dos



Do – use images with aspirational but attainable subject matter



Do – use shots with at least two people interacting and sharing experiences



Do – use images that represent the modern card member (diversity in gender, ethnicity, age, shapes & sizes)



Do – use shots with subject matter that is authentic, real, and less stereotypical



Do – use images that are uncluttered to maximize legibility of advertising elements



Do – use images that have a clear role for American Express (the card member is the hero & the card/service is the enabler)



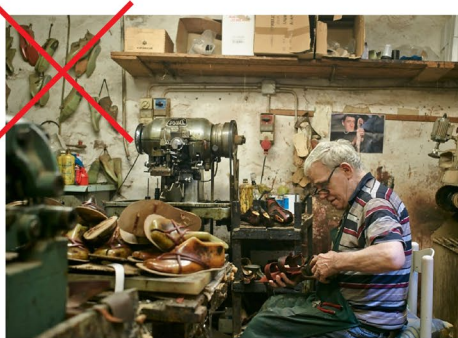
Do – use images that are rich in color



Do – make the moment the focal point (people enjoying a concert rather than the concert itself; people having an adventure, rather than a scenic shot of a city or landscape)

Photography Guidelines

Photography Don'ts



Don't – Use images with a busy background



Don't – Use stereotypical images



Don't – Use images that have artificial filters



Don't – Show ostentatious subject matter such as silver service dining and butlers



Don't – Have images with people posing for the camera

Campaign Material

Overview

Design Elements

The following pages contain the main design components specific to the “Don’t Live Life Without It/Don’t Do Business Without It” Global Platform in addition to helpful tips on how to bring the brand to life across externally facing marketing channels. Together with the overarching Enterprise Visual Identity, Global Platform communications should reflect this distinctive look and feel.

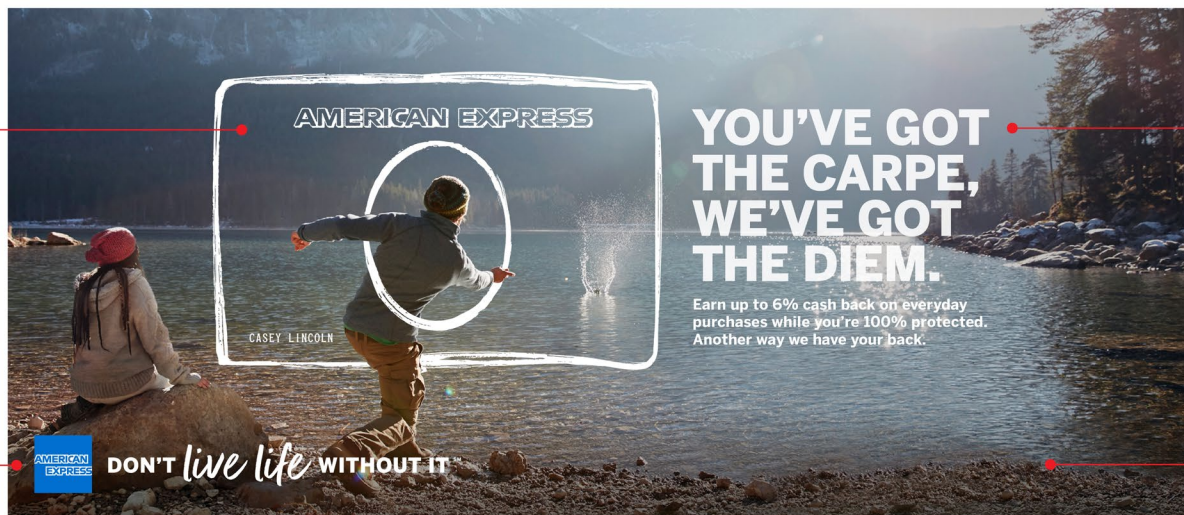
The American Express Global Platform design elements have been carefully considered, and consistent use is essential to maintaining the American Express brand. These guidelines will be continually updated with the latest best practices as the Global Platform evolves.

RELATIONSHIP DEVICE

Graphic element that symbolizes the relationship and hero card members. Organically integrated with image. Flexible in placement and cropping. See **pages 45–50** for guidelines.

LOGO LOCKUPS

Logo lockups with the Global Platform taglines are available for both consumer and business communications.



LAYOUT AND TYPE

The Global Platform layout and typography have been carefully considered for maximum impact and follow simple, but specific, rules. See **page 51** for guidelines.

PHOTOGRAPHY

Images are simple and uncluttered so the Relationship Device, headline, and logo lockup are clearly visible.

Relationship Device Anatomy

The Relationship Device (or RD) is a graphic element that is used repeatedly across American Express platform communications. This asset symbolizes the relationship between American Express and card members, merchants, and business owners.

AMERICAN EXPRESS LOGOTYPE

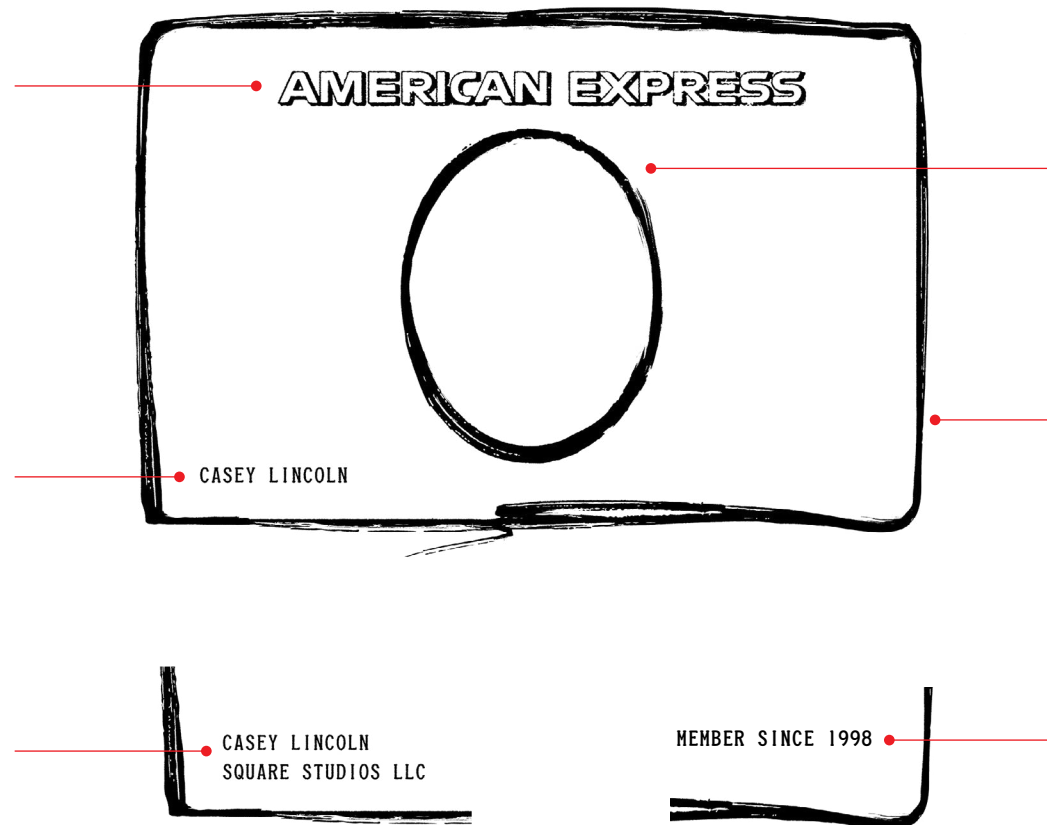
A hand-drawn asset that matches the expressiveness of the Relationship Device. It should always be fully visible and never cropped.

CUSTOMER NAME

Customer and business names are used to reinforce the individuality of the design. Names should be customized per execution to match the gender and diversity of the featured person. Markets to insert regionally nuanced customer and/or business names.

BUSINESS NAME

Business names should be included in applicable executions. These should also be customized per execution to match the represented business type. Markets to insert regionally nuanced customer and/or business name within the device.



CENTER OVAL

The customer replaces the Centurion and becomes the hero of the communication. This strengthens the concept of relationships and Amex putting its customers first. Oval should be organically integrated with photo, not stamped on top.

OUTER FRAME

A hand-drawn asset which can be scaled to frame hero of communication. Brush strokes cannot be altered but multiple expressions are available. Only two sides may be cropped off of a picture.

MEMBER SINCE

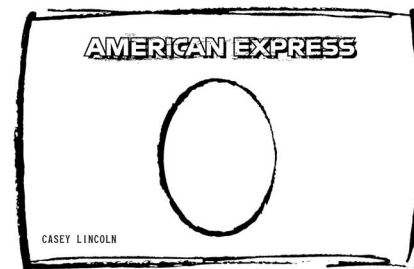
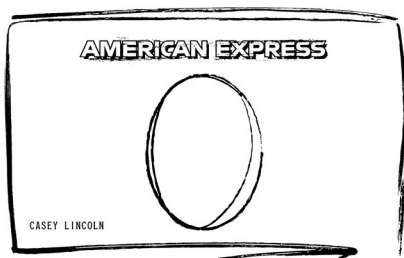
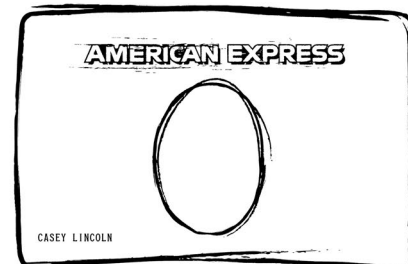
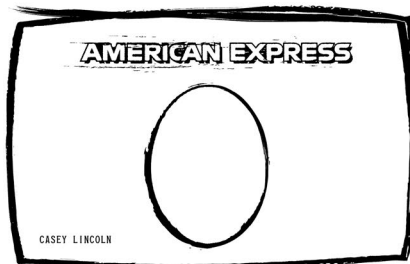
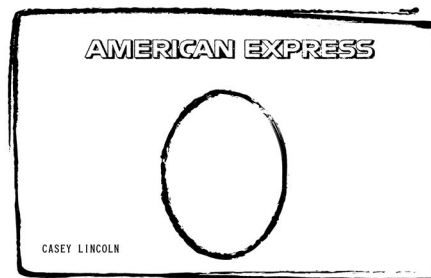
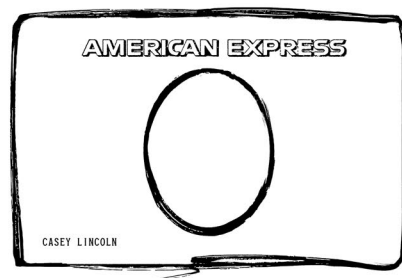
Can be used in card member communications to reinforce the value of loyalty.

Relationship Device

Multiple Expressions

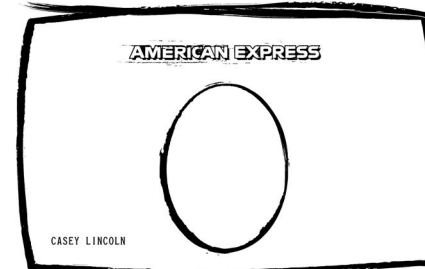
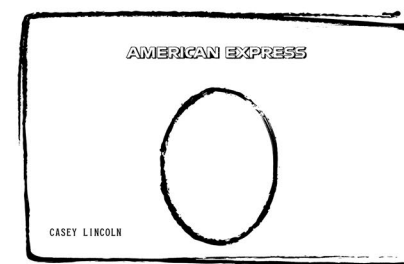
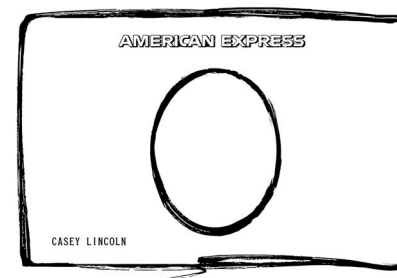
RELATIONSHIP DEVICE VARIATIONS

The Relationship Device (RD) is a personal and expressive graphic. Six variations of the design are available and can be used interchangeably. Business variations of the RDs are also available on the brand site.

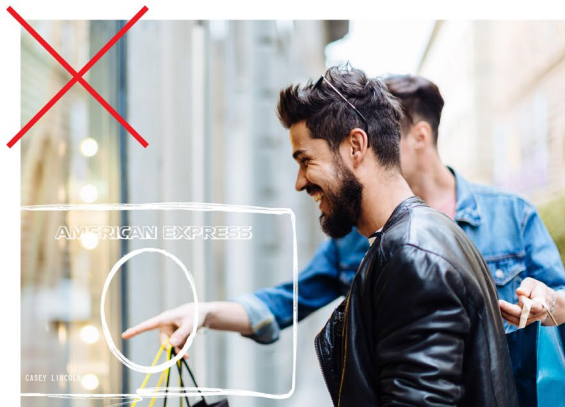


CROPPED EXECUTIONS

Versions of the RD utilizing a smaller American Express wordmark are available, allowing for cropping on the left and right sides in space-constrained layouts. Business variations of the RDs are also available on the brand site.



Relationship Device In Use



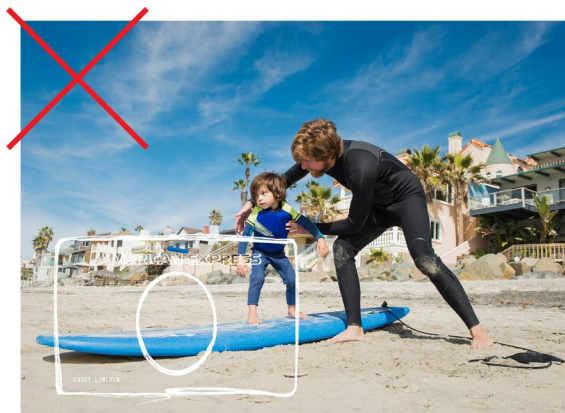
Don't use RDs around someone's hand or other body parts; RDs go around people's heads only.



Don't use more than one RD in a single piece of creative.



Don't use RDs around more than one person's head in one photo.



Don't use RDs around non-human objects.



Don't use RDs around non-human objects.

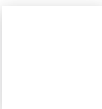


Don't use RDs around a child.

Relationship Device

Color

White, blue and grey versions of the Relationship Device can be found on the brand site.



WHITE

PMS	NONE
CMYK	0.0.0.0
RGB	255.255.255
HEX	#FFFFFF



CORE BLUE

PMS	285 COATED
PMS	2195 UNCOATED
CMYK	98.44.0.0
RGB	0.111.207
HEX	#006FCF



GREY

PMS	COOL GREY 6
	ON COATED & UNCOATED
CMYK	0.0.0.55
RGB	167.168.170
HEX	#A7A8AA

Relationship Device

Cropping and Placement

CROP RULES

The American Express logotype, the customer name, the oval, and at least two sides must remain visible.

INTEGRATING THE RD

The RD should be integrated into the photographic scene, going over/around parts of the featured person.

LOGOTYPE RULES

The American Express logotype may never be cropped; use alternate RD as described on page 46.

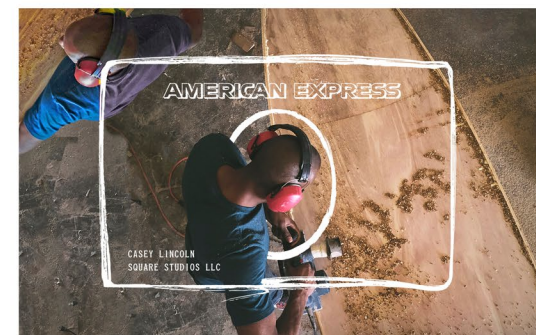
The Relationship Device is a flexible asset that can be used on a variety of images. It can be placed off-center and cropped as long as the American Express logotype, the customer name, the oval, and at least two sides remain visible.



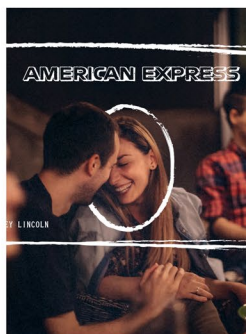
Top Edge



Right Edge



Centered



Edges



Bottom Edge



Left Edge

Relationship Device

Animated RD

In all applicable video and animated digital units, the dynamic Relationship Device should be used. The static RD files are located on the brand site and can be animated for digital/video needs.



The central oval and American Express logotype are sketched around card member.



The card outline begins to be drawn to frame the card member and is organically integrated with the background.



Card outline completes drawing in.



Card member name is revealed with fade.



Business name is revealed with fade.

Layout & Typography

Layout Basics

Layout consistency is key to establishing the American Express Global Platform Identity. The rules below apply to layouts, with flexibility for specific layout sizes, as described on the following pages.

TEMPLATES

Use the appropriate template working files located on the brand site as a starting point for all layouts.

RD SIZE

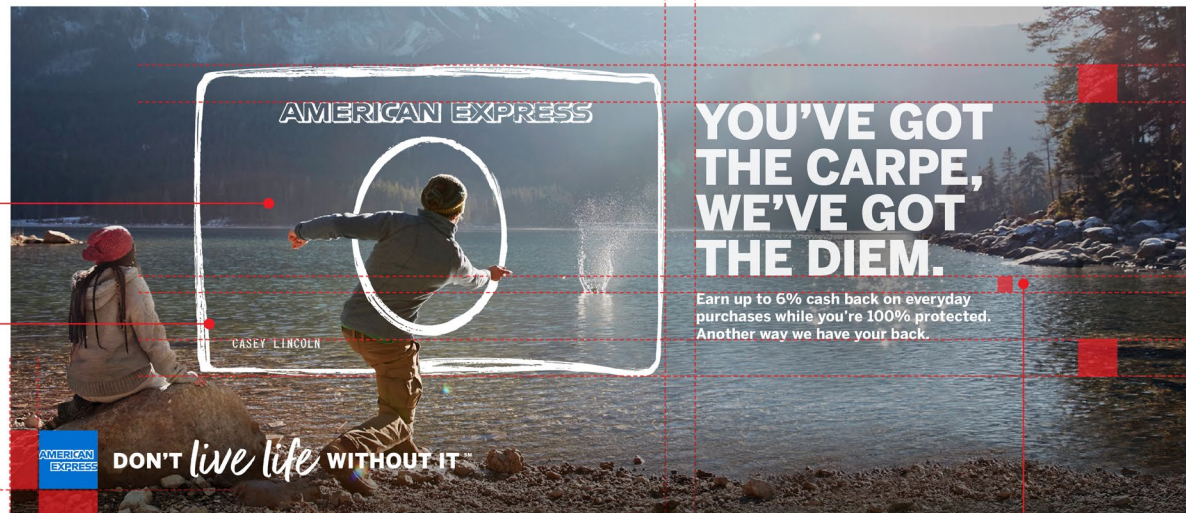
The RD size falls between 20% and 60% of the layout space.

RD OPACITY

Some RD variations may need slight opacity adjustments for visual cohesion with headlines.

HEADLINE, LOGO, AND RD LEGIBILITY

Retouch photography as necessary to ensure all RD art, logos, and type are clear and legible.



HEADLINE & SUBHEAD PLACEMENT

Headline and subhead locked up and centered vertically to RD.

HEADLINE & SUBHEAD SIZE

Headline and lockup height as one unit are between 60%–80% maximum of the total height of the RD, depending on headline character count, with clearspace equal to a minimum of 10% of the RD height on top and bottom.

TYPOGRAPHY

See the following page for typography details, including tracking and leading.

LOGO LOCKUP PLACEMENT + SCALE

Logo lockup is between 20%–50% of the width of the layout. Clearspace equals a minimum of 50% of the Amex square logo.

DISTANCE BETWEEN HEADLINE AND RD

Width of headline-sized capital N, with the flexibility to move it +/- 10%, depending on the headline size and RD artwork.

SUBHEAD – HEADLINE DISTANCE

Equal to one-half the headline cap height, as long as it is legible.

Layout & Typography

Typography Basics

Typography is a key element of the American Express Global Platform, and consistent application of it is essential to maintaining the American Express brand. The rules below apply to all layouts, with some exceptions described for specific layouts sizes on the following pages.

TEMPLATES

Use the appropriate template working files located on the brand site as a starting point for all layouts.

LEFT / RIGHT JUSTIFIED TYPE

Headlines and subheads can appear on the right, left, above, and below the RD, depending on the photo composition and layout format. Headlines on the right side, above, and below the RD will all be aligned left, headlines and subheads on the left side of the RD should aligned right.



HEADLINE TYPEFACE

Typeface: Benton Sans Black

Case: All caps

Point Size: Varies; follow layout guidelines on next page

Leading: 90%–100% of point size, depending on intended output. Larger sizes = tighter leading, smaller sizes = looser leading.

Tracking: -10

Color: Matches RD color

Opacity: 80%–95%

SUBHEAD TYPEFACE

Typeface: Benton Sans Bold

Case: Sentence case

Point Size: 30%–40% of headline size.

Use template as starting point

Leading: 110%–125% of point size; dependent on intended output. Larger sizes = tighter leading, smaller sizes = looser leading.

Tracking: +10

Color: Matches RD color, usually white

Opacity: 80%–95%

TYPE TRANSPARENCY

The type transparency helps with the visual cohesion between the headline and RD artwork.

Layout & Typography

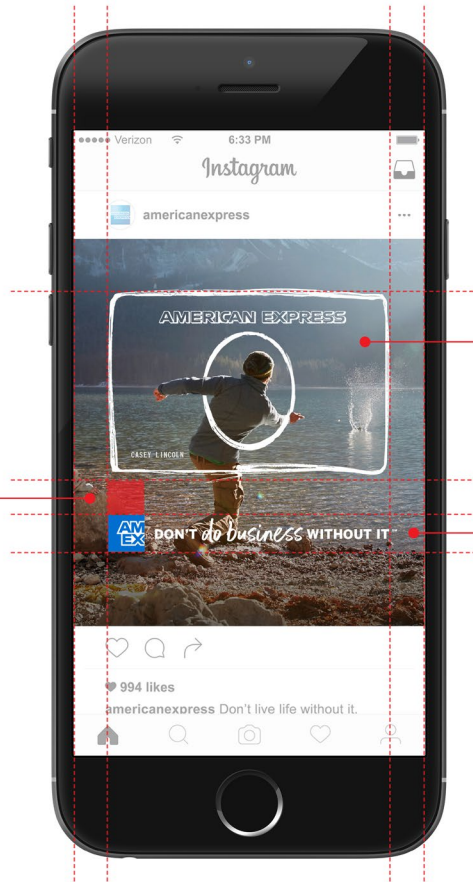
Small-space Executions–Vertical/Square

TEMPLATES

Use the appropriate template working files located on the brand site as a starting point for all layouts.

DISTANCE BETWEEN LOGO LOCKUP AND RELATIONSHIP DEVICE

Minimum distance equal to logo height on small-space executions with no headlines.

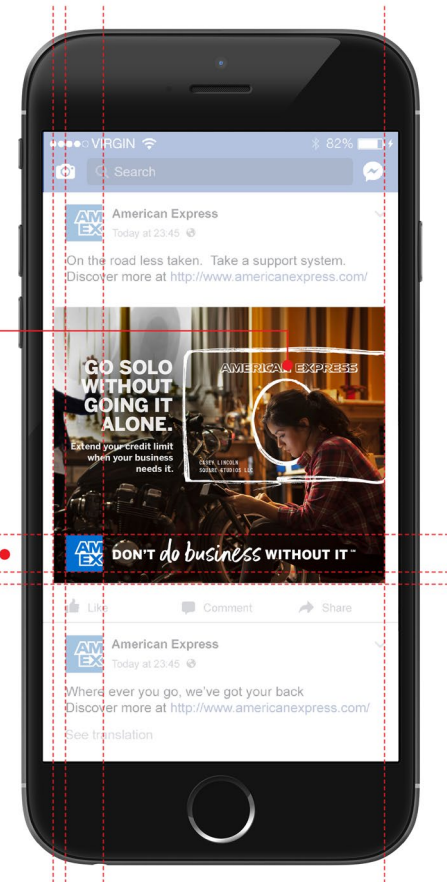


RELATIONSHIP DEVICE

Never crop into the American Express logotype on the RD. Replace with RD created for small-space executions, as required. Refer to the "Relationship Device" section of these guidelines on page 46 for details on correct usage.

SMALL-SPACE LOGO

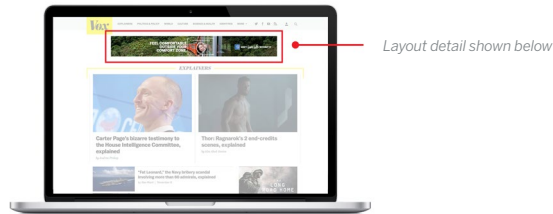
Use the small-space lockup in space-constrained layouts.



Layout & Typography

Small-space Executions–Horizontal

Layout adjustments may be necessary for small-space executions such as mobile and digital banner ads.



RELATIONSHIP DEVICE

Never crop into the American Express logotype on the RD. Replace with RD created for small-space executions as required. Refer to "Relationship Device" section of guidelines on page 46 for details on correct usage.



TEMPLATES

Use the appropriate template working files located on the brand site as a starting point for all layouts.

DISTANCE BETWEEN HEADLINE AND RD

Width of headline-sized capital N, with the flexibility to move it +/- 10%, depending on the headline size and RD artwork.

LOGO LOCKUP POSITION

If space constraints require it, the logo lockup may be placed in alternate locations.

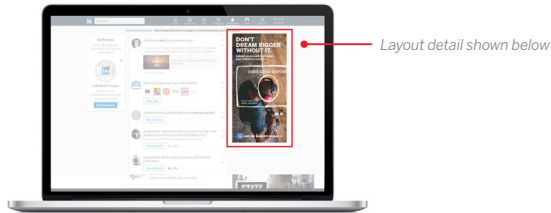
DISTANCE BETWEEN LOGO LOCKUP AND EDGE OF ARTWORK

Minimum clearspace between logo lockup and edge of artwork is the width of the Amex logo square when the lockup is not locked to the lower left in small-space executions.

Layout & Typography

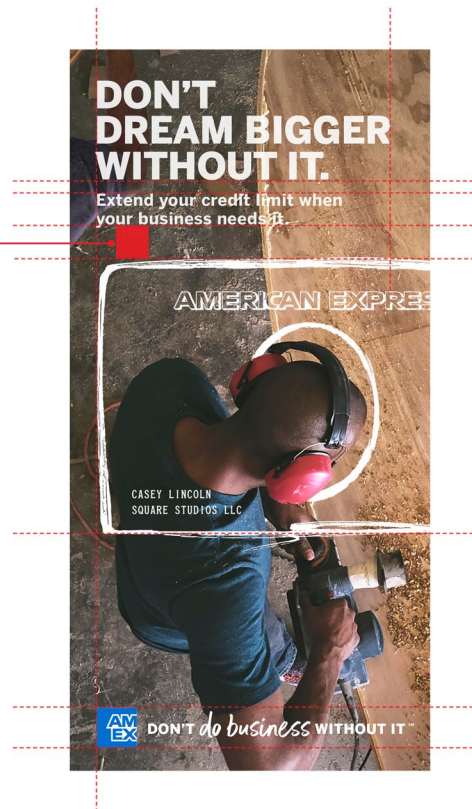
Small-space Executions–Vertical

Layout adjustments may be necessary for small-space executions such as mobile and digital banner ads. The headline placement location is flexible; it can be placed above the RD as shown below.



DISTANCE BETWEEN RD AND COPY

Minimum distance from RD to headline & subhead is equal to the headline cap height.



TEMPLATES

Use the appropriate template working files located on the brand site as a starting point for all layouts.

Layout & Typography

Horizontal Executions

Horizontal executions include larger digital placements, OOH, and print executions.

TEMPLATES

Use the appropriate template working files located on the brand site as a starting point for all layouts.

LEFT-ALIGNED HEADLINES & SUBHEAD

Depending on the photograph and RD placement, left-aligned headlines and subheads are acceptable.



DISTANCE BETWEEN HEADLINE AND RD

Width of headline-sized capital N, with the flexibility to move it +/- 10%, depending on the headline size and RD artwork.

RELATIONSHIP DEVICE

Never crop the American Express logotype on the RD. Refer to "Relationship Device" section of guidelines on page 46 for details on correct usage.

Vertical executions include larger digital placements, OOH, and print executions.

TEMPLATES

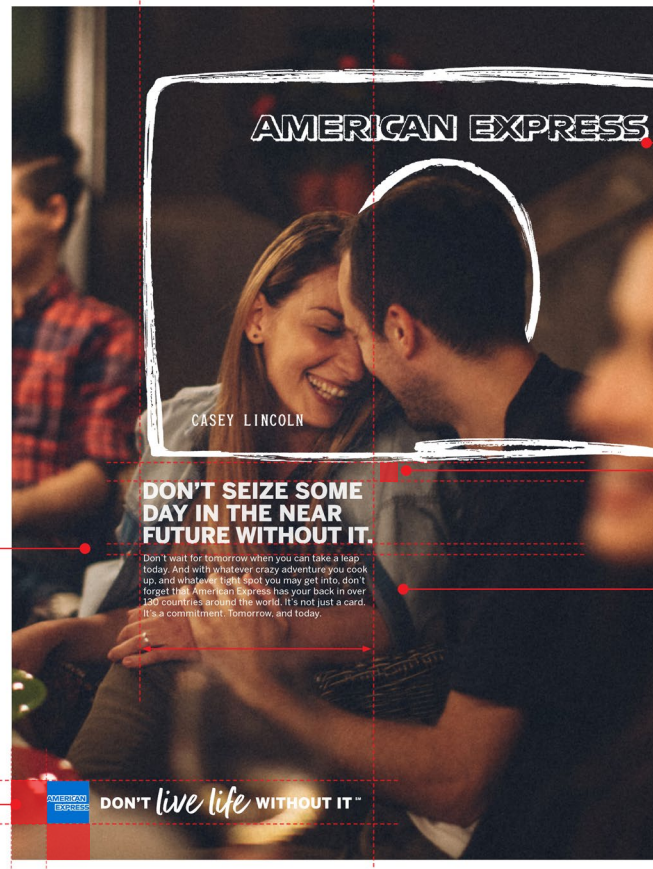
Use the appropriate template working files located on the brand site as a starting point for all layouts.

HEADLINE & SUBHEAD SIZE

Headline size can be smaller for larger executions such as large digital executions and print ads. Pay close attention to legibility and adjust as necessary.

LOGO LOCKUP POSITION AND CLEARSPACE

Logo lockup clearspace is a minimum of 50% of the Amex lockup width.



RELATIONSHIP DEVICE

Never crop the American Express logotype on the RD. Refer to “Relationship Device” section of guidelines on page 46 for details on correct usage.

DISTANCE BETWEEN HEADLINE AND RELATIONSHIP DEVICE

Headline distance from RD in vertical executions is equal to the headline type cap height.

HEADLINE & SUBHEAD MIN. AND MAX. WIDTHS

Headline and body copy are between a minimum of 30%–50% maximum of the total width of the RD, depending on headline character count.

Example shown is 40%

Inspiration

Core Brand, Print

Core Brand, Digital

Card Material, Print

Card Material, Digital

Non-Card Material and Services, Print and Digital

What's to Come

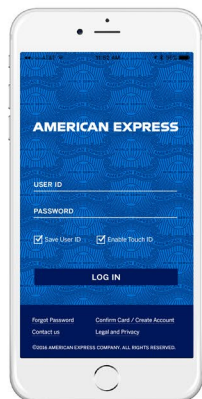
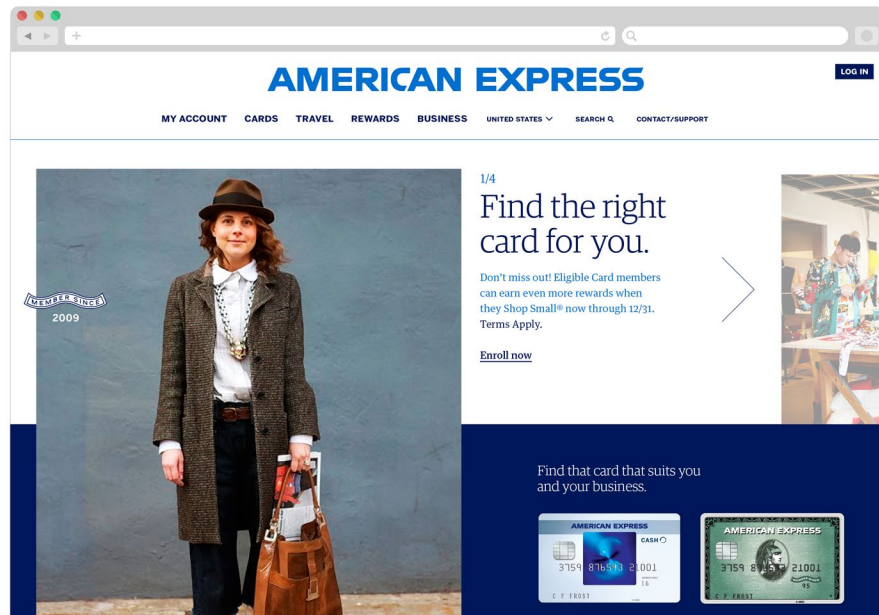
Identity in Use

Inspiration: Core Brand, Print



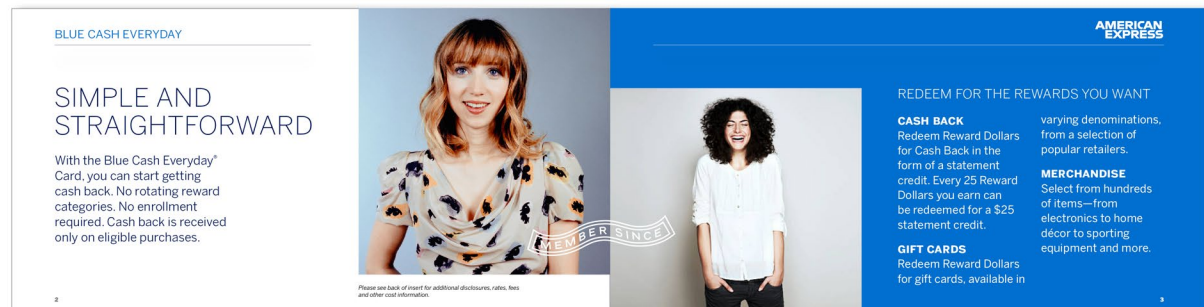
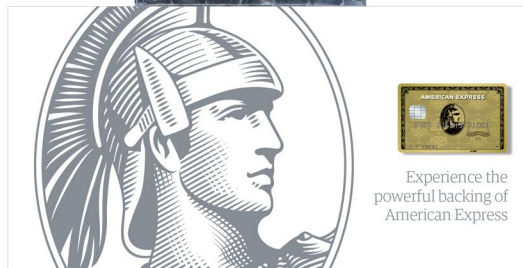
Identity in Use

Inspiration: Core Brand, Digital



Identity in Use

Inspiration: Card Material, Print



Identity in Use

Inspiration: Card Material, Digital

DON'T live life WITHOUT IT™

BLUE CASH EVERYDAY®




TERMS APPLY. APPLY BY 5/3/17

LIMITED TIME OFFER
At U.S. restaurants in the first 6 months. Up to \$200 back




AMERICAN EXPRESS

DON'T live life WITHOUT IT™



GREEN CARD
SPECIAL OFFER FOR YOU!
25,000 POINTS
After you spend \$1,000 on purchases on your new Card in your first 3 months.

This offer is available to you by clicking through this web page. If you close or leave this web page and return later, this offer may no longer be available.



AMERICAN EXPRESS


Account # Ending in 0000 | Login to Account

Dear C.F. Frost,
Welcome to American Express BLUE CASH Membership!

REF: 20180316003247USD
We're excited that you have chosen American Express again. Your new Card will arrive before you know it. In the meantime, you can set up your online account, which will let you:


- ✓ CHECK YOUR BALANCE
- ✓ TRACK YOUR REWARDS
- ✓ PAY YOUR BILL
- ✓ SIGN UP FOR ACCOUNT ALERTS

We're here for you.
We want to let you know that you can contact us 24/7 online, via social media, or over the phone. If you have any questions big or small — that's part of our commitment to delivering our award-winning brand of Relationship Care® service to you. Thanks for choosing American Express again.


President, U.S. Consumer Services
AMERICAN EXPRESS
Member Since 1992

CONTACT US | PRIVACY STATEMENT | ADD US TO YOUR ADDRESS BOOK
You are receiving this email because you registered for an upcoming conference where American Express has a meeting scheduled. Please do not reply to this email as we do not accept messages to this email address. If you need to contact you, you may do so via Customer Care.

QUICK LINKS
[Create Online Account](#)
[Download App](#)
[Add Cards to Your Account](#)



AMERICAN EXPRESS

THE PLATINUM CARD




DON'T live life WITHOUT IT™

Special Offer for You!
75,000 points
After you spend \$5,000 on purchases on your new Card in your first 3 months.

This offer is available to you by clicking through this web page. If you close or leave this web page and return later, this offer may no longer be available.



10% CASH BACK
AT U.S. RESTAURANTS



DON'T live life WITHOUT IT™

AMERICAN EXPRESS

THE GOLD CARD



DON'T live life WITHOUT IT™

Special Offer for You!
50,000 points
After you spend \$3,000 on purchases on your new Card in your first 3 months.

This offer is available to you by clicking through this web page. If you close or leave this web page and return later, this offer may no longer be available.



DON'T live life WITHOUT IT™

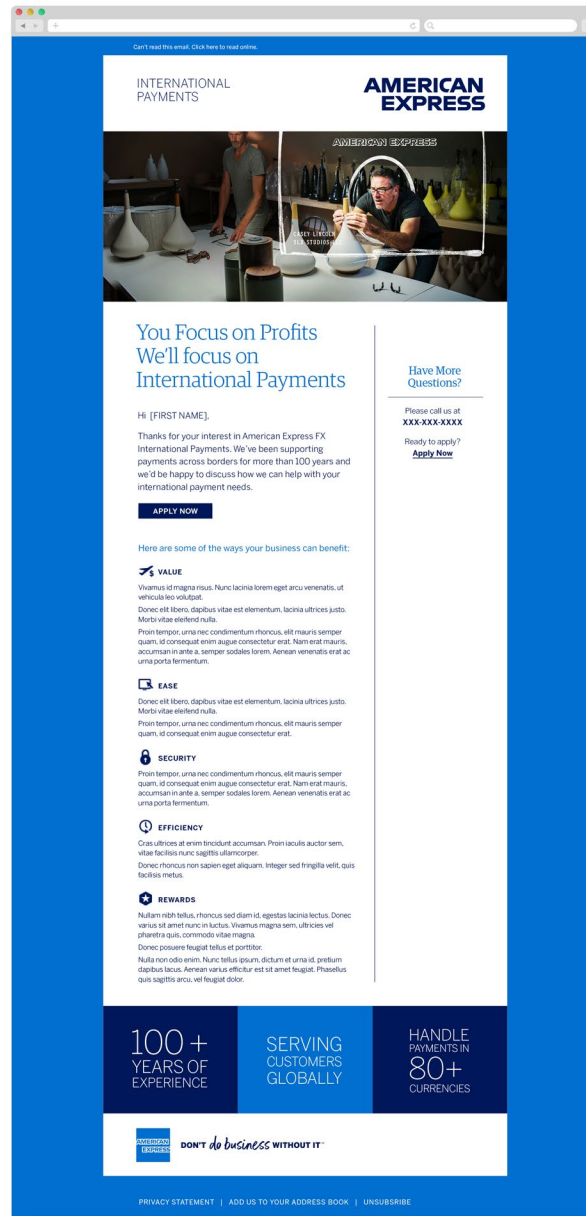
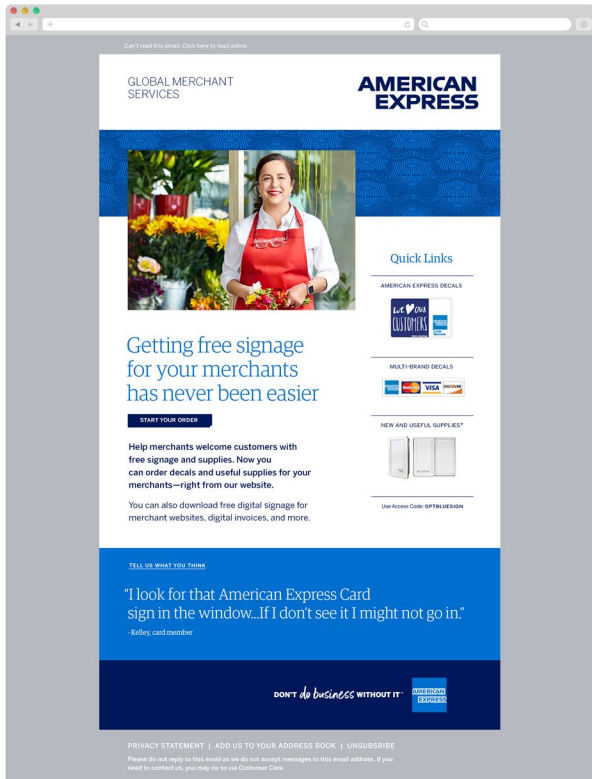


Use your American Express Card for your purchases.
Explore more



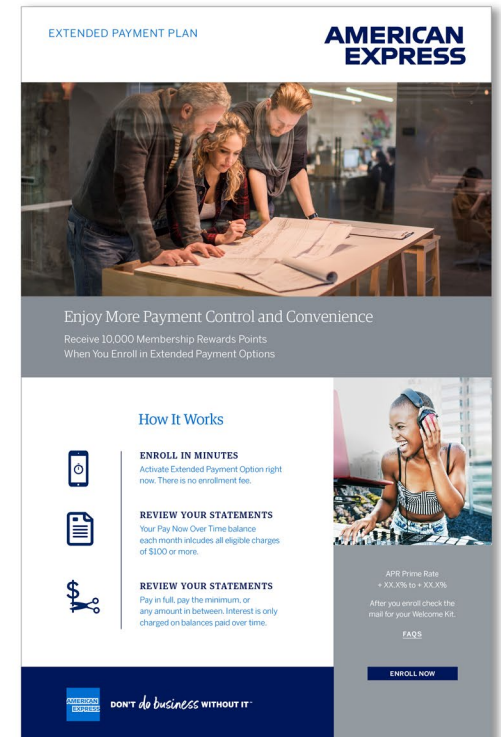
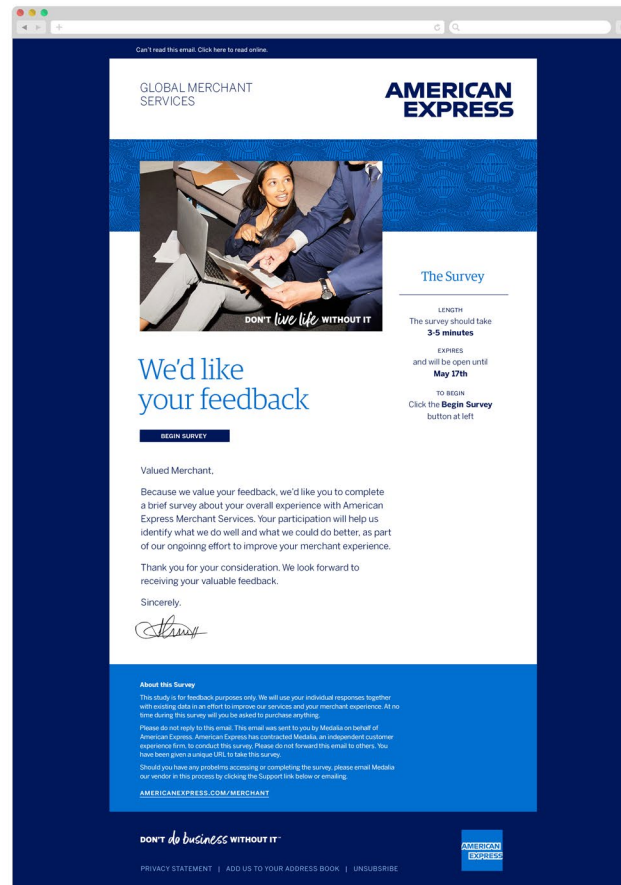
Identity in Use

Non-Card Material and Services, Print and Digital



Identity in Use

Non-Card Material and Services, Print and Digital



What's to Come

Illustration

Videography

Environmental



If you have questions, or needs
that are not addressed in this document,
please contact:

GLOBALBRANDSUPPORT@AEXP.COM