

welcome your customers

American Express Service Establishment Online Logo Guidelines

Displaying the American Express® Card logo is a great way to let customers know you accept the Card on your web site. You can use it on your home page or payment page, the same way a store uses a Point-of-Purchase decal on its front door or cash register.

Here's Why It Makes Sense:

- Using any of our online Point-of-Purchase logos can help you attract higher-spending customers to your web site.
- **The average online American Express purchaser spends 50% more per purchase than the average online bankcard purchaser.***
- Our logos feature the American Express Card Online Shopping Guarantee, which can help you capture sales you might lose because of security concerns.
- **Cardmembers can feel safer spending on your site because American Express will not hold Cardmembers responsible for any unauthorized charges made with the Card.**

How to Order Additional Logos:

It's convenient to order American Express Card logos, as well as other complimentary promotional materials:

Online at www.americanexpress.com/decals
OR
By phone at 1-800-528-5200
(press "2" for supplies)

If you have any questions about downloading the logos or these usage guidelines, please contact your American Express account representative or call the telephone number above.



A. Static Multicard



B. Static Multicard



C. Static Single

D. Flashing Multicard

(Flashes from American Express to Visa to MasterCard to Discover®)

E. Flipping Multicard

(Flips from American Express to Visa® to MasterCard®)

Logo Placement Guidelines

The files that accompany this document contain the logo(s) (A, B, C, D, and/or E) pictured above. You can use any of these logos on your site. To ensure proper distribution, do not alter file names for the logos supplied on the disk. Before displaying the logos, please familiarize yourself with the following guidelines:

- American Express Card logos distributed by American Express *must* be displayed with at least equal prominence as other payment logos, such as Visa, MasterCard, and Discover.
- The term “American Express” *must* be displayed with at least equal prominence and accessibility as other payment option names, such as Visa, MasterCard, and Discover. This applies to any web site payment menu, drop-down box, or list. “American Express” may not be shown under “other” or listed on secondary menus.
- The enclosed logos are intended solely for the use of the American Express merchant to which they were distributed. Only American Express Card logos, approved and distributed by American Express, may be displayed on a web site.

- The American Express Card Online Shopping Guarantee logo clicks to a page with details of our Online Shopping Guarantee. The “back” button will return customers directly back to your site. **Simply include a hyperlink from this logo to the following URL — http://www.americanexpress.com/cards/online_guarantee.**
- If you use the Online Shopping Guarantee logo in “multicard” formats A or B, the hyperlink described above *must* be image-mapped to the American Express Online Shopping Guarantee logo only.

Reproduction Requirements

If you use the American Express “Blue Box” logo on your site, please be sure to follow these guidelines:

- The Blue Box logo cannot be specified smaller than $\frac{5}{8}$ " (or 45 x 45 pixels) in electronic media.
- The Blue Box logo cannot be modified, shortened, or altered in any way. The American Express typography inside the Blue Box cannot be used outside the Blue Box. Do not cut, realign, reduce, or enlarge any element of the logo, and do not alter it to credit card shape.
- The Blue Box logo must always be surrounded by an open space. A minimum distance of $\frac{1}{3}$ of the Blue Box width must be allowed above, below, and to the sides of the logo, unless distributed that way by American Express.
- The Blue Box logo must always be reproduced in American Express blue (PANTONE[†] 307), except if the web page appears in black and white only. In that case, the logo can be printed in black. The Blue Box logo should never be placed on a blue background that is close in color to PANTONE 307.
- The words “American Express” inside the Blue Box logo must always be outlined in white, regardless of the background color upon which the logo appears.
- The Blue Box logo may not be reversed to a white box with blue type for any reason.
- In all cases, neither the American Express Card logo nor Card art may be incorporated into line drawings, cartoons, or artistic depictions other than those provided by American Express.

Copy Usage Guidelines

These rules apply when referring to the American Express Card on any of your web pages:

- A register mark (“®”) must be used the first time or in the most prominent place the words “American Express Card” appear either in a headline or body text, as follows: American Express® Card.
- The American Express Card is always referred to as “the Card” or “your Card.” The “C” in Card(s) is always capitalized.
- When referring to paying for goods or services, the customer pays *with* the American Express Card, not *on* it. In addition, the customer does not *charge it to* the American Express Card.
- When using the words “American Express Card” in body text, keep the entire phrase on one line. Do not hyphenate any words.

* NFO Interactive Study, August 1998.

† PANTONE® is a registered trademark of Pantone, Inc.