

AMERICAN  
EXPRESS



BRAND GUIDELINES NOVEMBER 2019

Our brand is our most valuable asset. Since 1850, our commitment to backing our customers to help them thrive in life and in business has been what's set us apart and established our reputation for service, trust, and security.

That's why our brand identity system is designed first and foremost to make sure we're always clearly recognizable as American Express, no matter where in the world we show up or who we're talking to. This is even more important as our customers' lives become increasingly global, and the line between their personal and business lives continues to blur.

The identity system described in these pages uses a consistent approach to how we think, act, sound, and look as a brand while providing a great deal of flexibility to marketers and their agencies for creating compelling and engaging communications.



Here's what you will find in these guidelines and what's coming soon:

**Essential Visual Elements.** With four visual elements that must be applied to every communication—from sales presentations to advertising to digital experiences, we can use the strength of our brand to cut through the clutter bombarding our customers—make a lasting first impression on our prospects, and deliver a globally consistent representation of American Express.

**Optional Visual Elements.** We often need the flexibility to customize communications for a specific message or audience, so our brand identity system includes a host of optional visual elements. These include a selection of iconic graphics, patterns, and photography that are stylish, fresh, and modern, while reflecting our strong heritage.

**Language.** The way we speak is just as distinctive and as much a part of our brand personality as how we look. Our language toolkit includes a definition of our brand voice, copywriting tactics, and some social media tips.

**Sound.** Much like our look and our language, the way we sound is core to our brand's identity. Our new sonic identity includes a strategy for creating and curating on-brand music, along with a suite of audio assets. Using our brand's sound can heighten our emotional appeal and build attribution and recognition—allowing audiences to experience our brand even when they can't see us.

**Other Brand Guidelines.** This section outlines the brand policies about who we associate with and how we treat customers in our communications, making sure we uphold our brand behaviors – we understand you, respect you, and back you – and never offend anyone.

We hope you'll find our guidelines to be sensible and easy to follow, and that you'll also find inspiration to explore new solutions within our defined framework. If you have questions or want to discuss anything, please see the [Resources](#) section for how to get in touch.

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For more information about the American Express brand and to download the assets covered in the document, please visit the Brand Site:

Internal [BRAND.AEXP.COM](https://brand.aexp.com) External [BRAND.AMERICANEXPRESS.COM](https://brand.americanexpress.com)

# I. ESSENTIAL VISUAL ELEMENTS

## Overview

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Every American Express communication **must include these four elements** because they are essential to establishing our visual brand identity. They make our communications immediately recognizable as American Express.

### BLUE BOX LOGO OR LOGOTYPE

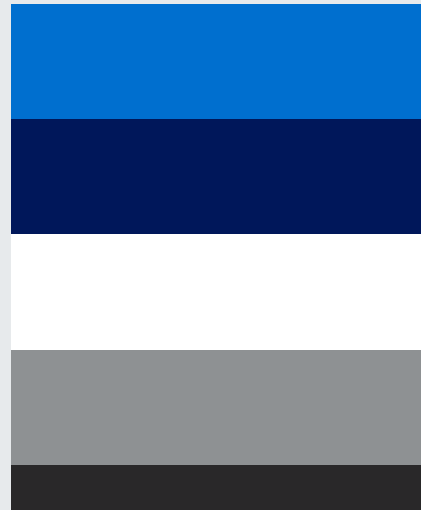


The Blue Box Logo should appear prominently on all American Express communications. The Alternate Blue Box Logo (cropped to AM EX), is only for use when the Blue Box Logo would be too small or illegible.

The Logotype may be used in place of, or in addition to, the Logo, however the Blue Box Logo is still the most recognized and, therefore, the most preferred.

See [Blue Box Logo and Logotype](#)

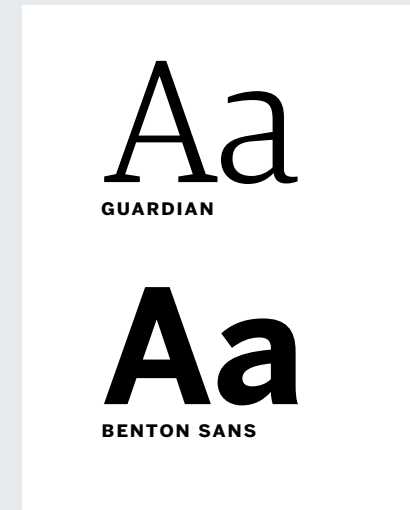
### BRAND COLORS



If the communications piece includes colors, use only the colors from our brand palette which has a bright blue, deep blue, and a neutrals palette.

See [Brand Colors](#)

### BRAND TYPOGRAPHY



If the communications piece includes copy, use only our brand typography which is the sans serif typeface Benton Sans and the serif typeface Guardian. These two typefaces may be used together.

See [Brand Typography](#)

### TAGLINES



The Tagline is a mandatory element on all marketing and advertising campaign materials.

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 [Taglines](#)

# Blue Box Logo/Logotype

OVERVIEW

COLOR

FILE TYPES & SCALE SYSTEM

CLEAR SPACE – BLUE BOX AND LOGOTYPE

REGISTERED TRADEMARKS

WORDMARKS



Click on items to go directly to that page

**OVERVIEW**

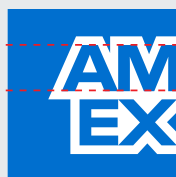
The Blue Box Logo, the Alternate Blue Box Logo, and the Logotype are the three logo options for identifying American Express.

**BLUE BOX LOGO**

The Blue Box Logo is the core visual expression of American Express. It should be used prominently on all American Express communications.

See [registered trademarks](#) for a list of markets that require them to appear with the Blue Box and contact [Global Brand Support](#) if you need the Blue Box Logo or Alternate Blue Box Logo with the registered trademarks.

**The Blue Box Logos and Logotype should never be recreated or modified.**

**ALTERNATE BLUE BOX LOGO**

The Alternate Blue Box Logo was created to make a powerful impression in a small space and to ensure our logo is legible from afar.

The Alternate Blue Box Logo should be used when the logo needs to be legible in small spaces like digital banner ads or when viewed from a distance like a billboard or store signage.

It can be used in conjunction with the Blue Box Logo when multiple logos are needed in a campaign or communication and there are legibility challenges in some but not all placements. Always choose the appropriate logo based on legibility.

**LOGOTYPE**

The Logotype may be used in place of the Blue Box Logo or in addition to it.

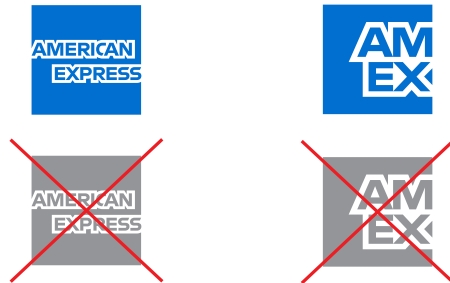
Either version of the Logotype – single line or stacked – may be used on any application, according to preference and space requirements. Although the Blue Box is our most recognizable asset, in some situations the Logotype may be preferred over the Blue Box because:

- The Logotype's two format options provide creative flexibility.
- The Logotype can float, the Blue Box works best when anchored to a corner.
- In the events and experiences space, the Logotype can come across as more friendly, engaging, and not as corporate as the Blue Box.

**Please note that no new logos for external or for internal use may be created.**

## COLOR

The Blue Box logo and Alternate Blue Box Logo should only be Bright Blue, never any other color.



The Box Logo may be embossed but foil stamping is not allowed.

In rare cases, Logos or Logotype can be black if appearing on a printed piece that is only one color.



The Blue Box Logos should never be reversed out or white.



The selected background color or image area should always allow for optimal Blue Box Logo legibility.



The Logotype may only be Bright Blue, Deep Blue, White, or Cool Gray 1-11.

Please also see [logotype pattern](#).

**AMERICAN  
EXPRESS**

**AMERICAN  
EXPRESS**

**AMERICAN  
EXPRESS**

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EXPRESS**

The Blue Box Logo and the Logotype can be placed on imagery as long as they are legible.



**FILE TYPES****AMERICAN EXPRESS****AMERICAN  
EXPRESS**

For consistency, legibility, and brand integrity, **please use only the files supplied in their correct version** (print versus digital) and at their correct scales.

Logo assets are available in these file types:

**PRINT (EPS FILES)**

PMS COATED  
PMS UNCOATED  
AND CMYK (4-COLOR)

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

When building digital experiences (other than emails and native apps), please incorporate the Blue Box Logo and Logotype directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>

**SCALE SYSTEM**

The Blue Box Logo files are available at four scales: Small, Regular, Large, and Extra Large (for environmental).

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

If the height of the logo falls between two scale versions, always default to the larger.  
To ensure legibility, the files should not be used in sizes smaller than those listed here.

**When there are concerns about legibility for larger placements, please reach out to [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).**



The Alternate Blue Box Logo files are available at three scales: Extra Small, Small, and Regular.

When the Alternate Blue Box Logo 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

**AMERICAN  
EXPRESS**  Cap-Height

**AMERICAN EXPRESS**  Cap-Height

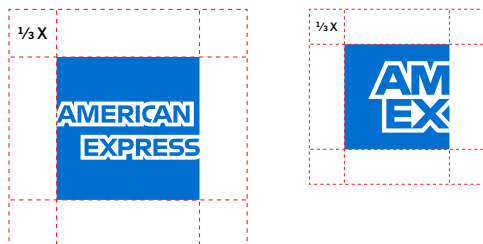
The Logotypes have one scale version and no maximum scale limit.  
The Cap-Height is determined by the height of a single line of capital letters.  
Minimum size of Logotypes is .05" or 7 pixels Cap-Height.



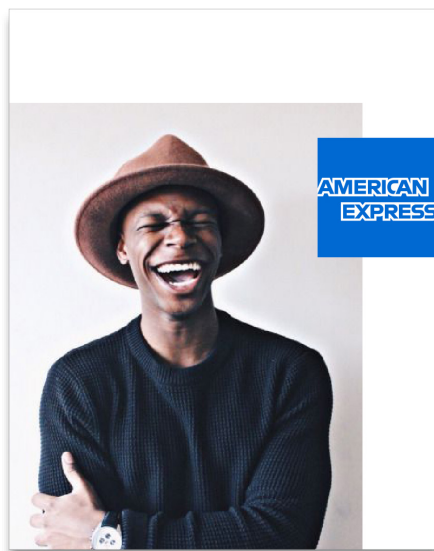
## CLEAR SPACE – BLUE BOX LOGO

**Separating logos from all other elements is critical to ensure clarity and prominence.**

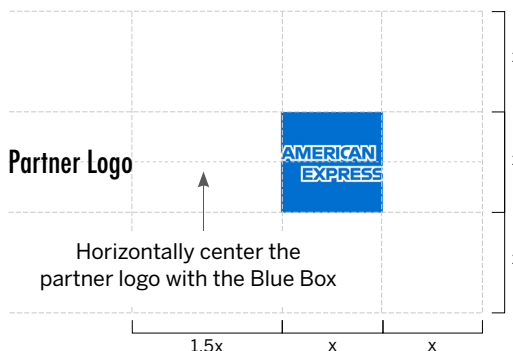
Maintain clear space of  $\frac{1}{3}$  the height of the Blue Box between it and any other element.



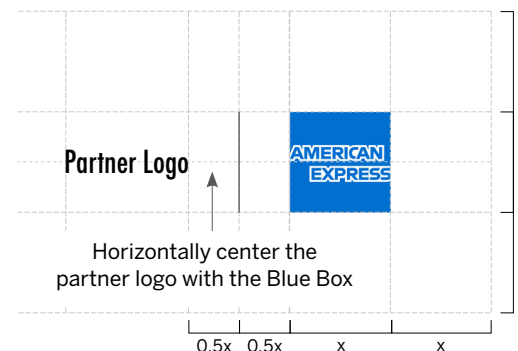
However, when appropriate, the Blue Box may bleed off one edge.



If bleeding off the edge of a printed piece, please consult with your printer to ensure correct cropping.



Do not “lock up” the logo with other logos or with text. If the Blue Box must appear alongside another brand’s logo, there should be  $1\frac{1}{2}$  times the width of the Blue Box of surrounding clear space. The other logo can be placed on the left or the right of the Blue Box.



Or, you can use a rule to separate the two logos with  $\frac{1}{2}$  the width of the Blue Box on each side of the rule. The rule must be 0.5pt, Cool Gray 11, or white for dark backgrounds, the height of the Blue Box, and centered halfway between the two logos.

**For details about partner branding, please see the guidelines section of the Brand Site ([internal/external](#)).**

## CLEAR SPACE – LOGOTYPE

Keep at least 3X the cap height of the Logotype clear between it and any other element.



### REGISTERED TRADEMARKS

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The **registered trademark** next to the Blue Box is optional in most countries but is mandatory in some, including new or emerging markets where the trademark is less established.

In these countries, the registration mark is required:

- Chile
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua



**In China only, the registered trademark should appear on the right side of the Blue Box instead of on the left.**



**Please note: The registered trademark is required to appear with the Blue Box on ALL American Express Cards.**

## WORDMARKS

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A **wordmark** is a typographical tool that is used to identify different products, services, and business areas at American Express. Our policy does not allow for the creation of any new internal or external American Express logos so only wordmarks are permitted.

However, we do restrict the use of wordmarks because our goal is to present ourselves as one brand in the marketplace and not to clutter our communications with competing graphics.

They can be allowed for internal use. For example:

AMERICAN EXPRESS  
**Brand Site**



And, they can be used for very specific external business purposes.  
For example:

**THE CENTURION® LOUNGE**

Wordmarks may not be developed without approval. If you think you have a business need for a wordmark, please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

## BLUE BOX LOCKUP

### SPECIAL REQUIREMENTS

#### Font

Benton Sans or Guardian

#### Size

14pt minimum recommended;  
2-inch maximum width

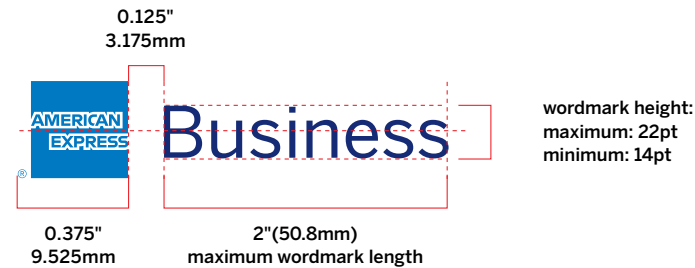
#### Placement

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

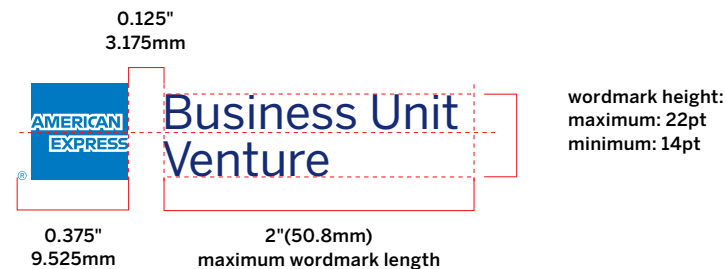
### ONE-WORD LOCKUPS



### TWO-WORD LOCKUPS



### THREE-WORD LOCKUPS



## AMERICAN EXPRESS NAME LOCKUP

### SPECIAL REQUIREMENTS

#### Font

Benton Sans or Guardian

#### 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)

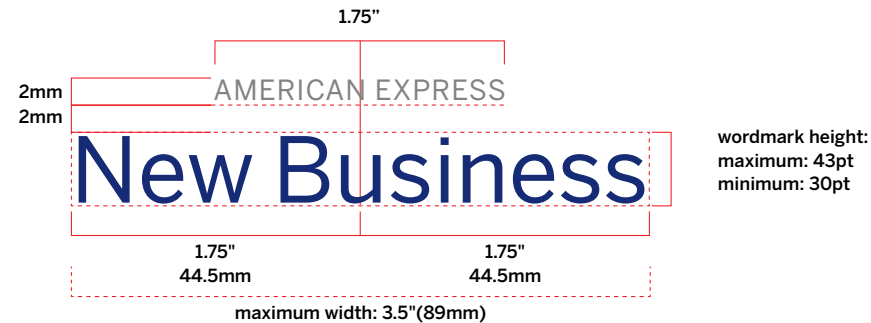
#### Stacking

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

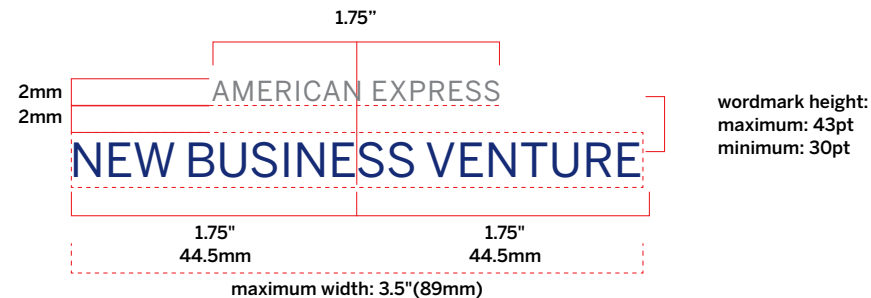
### ONE-WORD LOCKUPS



### TWO-WORD LOCKUPS



### THREE-WORD LOCKUPS



## 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

## 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



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

## 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)

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

# Brand Colors

OVERVIEW

COLOR RATIOS



Click on items to go directly to that page

**OVERVIEW**

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).

**PRIMARY PALETTE****NEUTRALS PALETTE**

<p><b>BRIGHT BLUE</b></p> <p>PMS 285 COATED PMS 2195 UNCOATED CMYK 98.44.0.0 RGB 0.111.207 HEX #006FCF</p> <p><b>GENERAL NOTE</b></p> <p>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 with 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.</p>	<p><b>DEEP BLUE</b></p> <p>PMS 2757 COATED PMS 287 UNCOATED CMYK 100.90.0.30 RGB 0.23.90 HEX #00175A</p>	<p><b>WHITE</b></p> <p>PMS NONE CMYK 0.0.0.0 RGB 255.255.255 HEX #FFFFFF</p>	<p><b>GRAY 6</b></p> <p>PMS COOL GRAY 6 ON COATED AND UNCOATED CMYK 0.0.0.52 RGB 167.168.170 HEX #A7A8AA</p> <p>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.</p>	<p><b>GRAY 1</b></p> <p>PMS COOL GRAY 1 ON COATED AND UNCOATED CMYK 0.0.0.11 RGB 217.217.214 HEX #D9D9D6</p> <p><b>GRAY 2</b></p> <p>PMS COOL GRAY 2 ON COATED AND UNCOATED CMYK 0.0.0.17 RGB 208.208.206 HEX #D0D0CE</p> <p><b>GRAY 3</b></p> <p>PMS COOL GRAY 3 ON COATED AND UNCOATED CMYK 0.0.0.25 RGB 200.201.199 HEX #C8C9C7</p> <p><b>GRAY 4</b></p> <p>PMS COOL GRAY 4 ON COATED AND UNCOATED CMYK 0.0.0.35 RGB 187.188.188 HEX #BBBCBC</p> <p><b>GRAY 5</b></p> <p>PMS COOL GRAY 5 ON COATED AND UNCOATED CMYK 0.0.0.44 RGB 177.179.179 HEX #B1B3B3</p>	<p><b>GRAY 7</b></p> <p>PMS COOL GRAY 7 ON COATED AND UNCOATED CMYK 0.0.0.60 RGB 151.153.155 HEX #97999B</p> <p><b>GRAY 8</b></p> <p>PMS COOL GRAY 8 ON COATED AND UNCOATED CMYK 0.0.0.68 RGB 136.139.141 HEX #888B8D</p> <p><b>GRAY 9</b></p> <p>PMS COOL GRAY 9 ON COATED AND UNCOATED CMYK 0.0.0.77 RGB 117.120.123 HEX #75787B</p> <p><b>GRAY 10</b></p> <p>PMS COOL GRAY 10 ON COATED AND UNCOATED CMYK 0.0.0.85 RGB 99.102.106 HEX #63666A</p> <p><b>GRAY 11</b></p> <p>PMS COOL GRAY 11 ON COATED AND UNCOATED CMYK 0.0.0.94 RGB 83.86.90 HEX #53565A</p>	<p><b>BLACK</b></p> <p>PMS BLACK ON COATED AND UNCOATED CMYK 40.20.20.100* RGB 0.0.0 HEX #000000</p> <p>* When budget onstraints 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.</p>
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**COLOR RATIOS****MASTER BRAND**

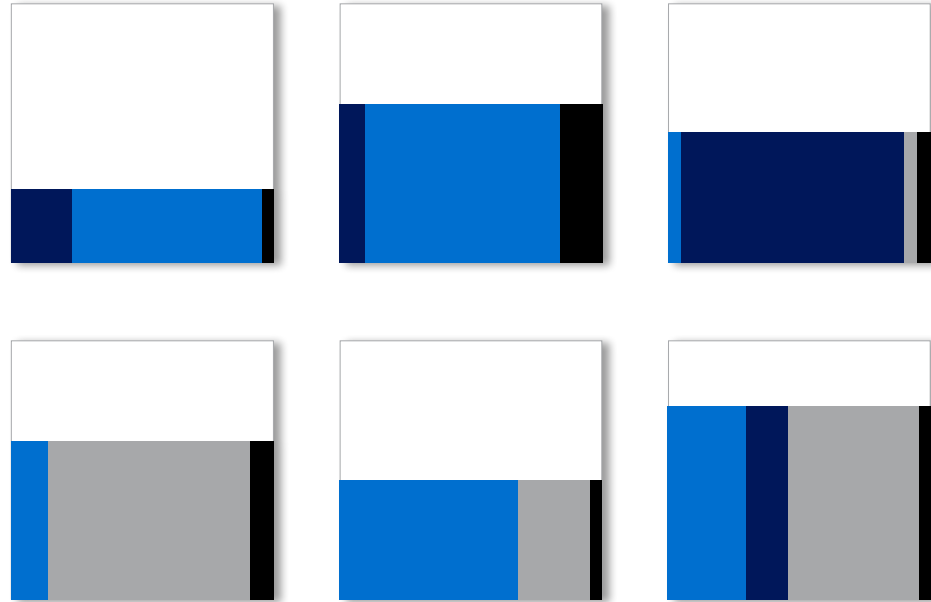
This shows the approximate ratio of colors that should be used on master brand communications.

An emphatic use of white space is a core principle of our 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.

White 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. In contexts where the use of color is not an option, i.e., a newspaper ad, the assets can be black.

Tints are only allowed within [patterns](#) and [illustrations](#).

**SAMPLE APPLICATIONS FOR DEPARTMENTS**

The master brand color ratio applies to the brand as a whole. Individual applications for businesses, products, or programs may have a need to vary the ratio.

# Brand Typography

OVERVIEW

BENTON SANS

GUARDIAN

USING TYPEFACES

INTERNATIONAL TYPEFACES



Click on items to go directly to that page

**OVERVIEW**

**Consistent typography is an important element** of a brand's visual identity.

American Express brand typography includes only two typefaces – Benton Sans and 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 is 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.

BENTON  
SANS

EXTRA LIGHT, CAPS

Guardian

THIN, TITLE CASE

**Please note that typefaces cannot be shared externally due to licensing agreements.**

To purchase [Benton Sans](#)

To purchase [Guardian Text](#)

To purchase [Guardian](#)

**TYPEFACES FOR DIGITAL**

We have different, although related, guidelines for digital typefaces including specific font styles. Please refer to the [Design Language System](#). When building digital experiences (other than emails and native apps), please incorporate the typeface directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>

**ADDITIONAL TYPEFACES**

**The typefaces used for the name in the Relationship Device and for the script within the Taglines are available for these purposes but are not approved for other uses.**

See [Relationship Device](#) and [Taglines](#) guidelines.

The **Tagline script typeface** is Better Times. It may ONLY be used when changing the script following the guidelines.

To purchase [Better Times](#)

The typeface used for the **name and Member Since date in the Relationship Device** is AMEX2. It may ONLY be used for the Relationship Device or for card art. Contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com) for the typeface.

For legibility, **Calibri Regular should be used for Terms & Conditions in print**. Calibri should only be used for this purpose.

**BENTON SANS**

**Benton is a contemporary**, sophisticated typeface.

It includes two different styles, Roman and Small-Cap, in eight different weights.

Use Benton for headlines and supporting type (body copy, caption, etc.). With an extensive family, Benton can be used in all contexts: collateral, signage, and digital.

- **Thin, Extra Light, and Light** weights should be used for display type, such as titles or quotes.
- **Medium, Bold, and Black** should be used more sparingly for emphasis and hierarchy.
- **Small-Caps can be used** for emphasis, especially for the first word/line of text, or as a subhead.
- **Capital or Small-Cap text** within body copy should not run for longer than three lines. One is preferred.
- **Capital or Small-Cap titles** with short lines lengths can run as long as needed.
- **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.
- **Avoid long body copy line lengths.** The optimal line length for body copy is 50–75 characters.
- **Make sure your text rags** do not have distracting bulges/shaping. Avoid widows (single word on last line of paragraph).
- **Italics are not allowed.**

**BENTON SANS, WEIGHTS**

Condensed Thin

Condensed Light

Condensed Book

Condensed Regular

Condensed Medium

Condensed Bold

Condensed Black

Thin

Extra Light

Light

Book

Regular

Medium

Bold

Black

**BENTON SANS, TYPICAL CHARACTER SET**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !? " # \$ % & + @ <sup>TM</sup> ® ©

**GUARDIAN**

**Guardian Text and Guardian** are an elegant pair. 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 typefaces can be used in all contexts: collateral, signage, and digital.

- **Hairline Thin and Light** weights should be used for display type, such as titles or quotes.
- **Semibold, Bold, and Black** should be used more sparingly for emphasis and hierarchy.
- **Small-Caps can be used** for emphasis, especially for the first word/line of text, or as a subhead.
- **Capital or Small-Cap text**, within body copy, should not run for longer than three lines. One is preferred.
- **Capital or Small-Cap titles** with short lines lengths can run as long as needed.
- **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.
- **Avoid long body copy line lengths**. The optimal line length for body copy is 50–75 characters.
- **Make sure your text rags** do not have distracting bulges/shaping. Avoid widows (single word on last line of paragraph).
- **Italics are not allowed**.

**GUARDIAN TEXT, WEIGHTS**

Regular  
Medium  
Bold  
Black

**GUARDIAN, TYPICAL CHARACTER SET**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789 !? " # \$ % & + @ <sup>TM</sup> ® ©

**GUARDIAN, WEIGHTS**

Hairline  
Thin  
Light  
Regular  
Medium  
Semibold  
Bold  
Black

**USING TYPEFACES**

**American Express typefaces** can be used alone or in combination with each other. The coolness of Benton Sans can be warmed up with the humanistic character of Guardian. The two typefaces can be used in a mix of sizes, spacing, weights, cases, and color for the most compelling combination appropriate to your message. Below shows the cool-to-warm spectrum, which allows for a breadth of expression.

← cool, contemporary, rational, modern

→ warm, humanistic, elegant, distinguished

ALL BENTON SANS	BENTON SANS	GUARDIAN	ALL GUARDIAN
<p><b>TRAVEL AND SHOP WITH CONFIDENCE</b></p> <p><b>PREMIUM ROADSIDE ASSISTANCE</b> 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.</p>	<p><b>TRAVEL AND SHOP WITH CONFIDENCE</b></p> <p><b>PREMIUM ROADSIDE ASSISTANCE</b> 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.</p>	<p><b>Travel and Shop with Confidence</b></p> <p><b>PREMIUM ROADSIDE ASSISTANCE</b> 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.</p>	<p><b>Travel and Shop with Confidence</b></p> <p><b>PREMIUM ROADSIDE ASSISTANCE</b> 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.</p>
<p><b>ALL BENTON SANS</b></p>	<p><b>BENTON SANS</b> Display type (titles, subtitles, headers, quotes)</p> <p><b>GUARDIAN</b> Supporting type (body copy, captions)</p>	<p><b>GUARDIAN</b> Display type (titles, subtitles, headers, quotes)</p> <p><b>BENTON SANS</b> Supporting type (body copy, captions)</p>	<p><b>ALL GUARDIAN</b></p>

**INTERNATIONAL TYPEFACES****BENTON SANS****Japanese**

DFHS Gothic™ Japanese Std

ライノ書体あの  
ライノ書体あの  
ライノ書体あの

<http://www.linotype.com/110735/dfsogei-japanese-family.html>

**Chinese**

DFHei Traditional Chinese font family

字裡圖間溝通世  
字裡圖間溝通世  
字裡圖間溝通世  
字裡圖間溝通世

<http://www.linotype.com/110207/DFHeiTraditionalChinese-family.html>

**Korean**

DFK Gothic Korean

행복예쁜꽃라이  
행복예쁜꽃라이

<https://www.linotype.com/1249414/dfk-gothic-korean-family.html>

**Arabic**

Frutiger® Arabic font family

ابپتثجچخذذر  
ابپتثجچخذذر  
ابپتثجچخذذر

<http://www.linotype.com/270925/FrutigerArabic-family.html>

**GUARDIAN****Japanese**

Dtp-mincho

は新しい時代を反映した水や光  
は新しい時代を反映した水や光  
は新しい時代を反映した水や光  
は新しい時代を反映した水や光

<https://www.fonts.com/font/typeproject/tp-mincho>

**Chinese**

DFMing

字裡圖間溝通世  
字裡圖間溝通世  
字裡圖間溝通世  
字裡圖間溝通世

<https://www.linotype.com/110490/df-ming-traditional-chinese-family.html>

For help determining which typefaces to use for languages not featured here, please contact your brand representative or [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com)

# Taglines

OVERVIEW

COLOR

LOCK UPS

CLEAR SPACE & SCALE SYSTEM

REPLACING THE SCRIPTED WORDS

TRANSLATIONS



Click on items to go directly to that page



**OVERVIEW**

The **Taglines** convey critical brand messaging and should be used whenever possible. If the Taglines would feel out of place, or overly promotional, or if there is limited space, as in small static banners or in Facebook posts where only 20% can be copy, they may be omitted.

- Taglines can be used with or without the Blue Box as long as the logo appears elsewhere in the communication. Where possible, versions with the Blue Box are preferred to reinforce the connection between the two.
- The scripted typeface within the Tagline art can only be replaced in animated assets or when there are multiple static images of the Tagline that appear together. In both cases, the sequence must end on either Don't Live Life Without it or Don't Do Business Without it. See [Replacing the Scripted Words](#).

See also [Tagline translations](#).

**DON'T** *live life* **WITHOUT IT**™

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

**ALTERNATE CONFIGURATION**

When horizontal space is limited, the alternate three-line vertical configuration may be used but the single-line configuration is preferred.

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

[AXP\\_Tagline\\_LiveLife\\_Stacked](#)

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

[AXP\\_Tagline\\_DoBusiness\\_Stacked](#)

**TAGLINE DON'TS**

The phrase "without it" can never be replaced, e.g., "without Gold".

**DON'T** *live life* **WITHOUT GOLD**

The custom script typeface may not be used in any copy or art other than the Tagline, unless animated, see [Replacing the Scripted Words](#).

**DON'T**  
*shop*  
**WITHOUT IT**

The Tagline should never be recreated or modified. Use only the files provided and the sizes and colors as specified.

**DON'T**  
*LIVE LIFE*  
**WITHOUT IT**

**USING TAGLINES AS HEADLINES**

The Don't Live Life/Do Business Without it construct can be used as a headline (as copy, not with the scripted art) with replacements for the Live Life and Do Business phrases as the typeface follows the typeface guidelines for [Benton Sans](#) and [Guardian](#).



## COLOR

The Taglines are available in Bright Blue, Deep Blue, Reverse/White, or Cool Gray 6.  
No other color is allowed.

**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**™

Taglines can be placed on imagery as long as they are legible.



## TWO COLOR

The two-color Tagline (where the script is a different color, either Bright or Deep Blue) may only be used when the Tagline:

- Stands alone on a white background (with or without the Blue Box)
- Is the only element on the page

**DON'T** *live life* **WITHOUT IT**™

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



Under certain circumstances, exceptions can be made. Unless you receive an approval from GABM, please follow these guidelines. If you have any questions, please reach out to your Brand contact.

## LOCK UPS

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

The Tagline can not be locked up with the Logotype or with any other brand's logo, only with the Blue Box.

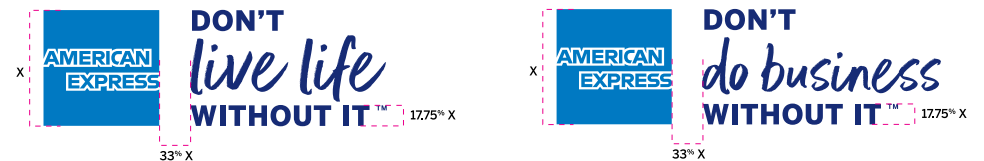
## HORIZONTAL LOCK-UP

X = the height of the Blue Box. "Don't" centered to Blue Box.



## ALTERNATE LOCK-UP

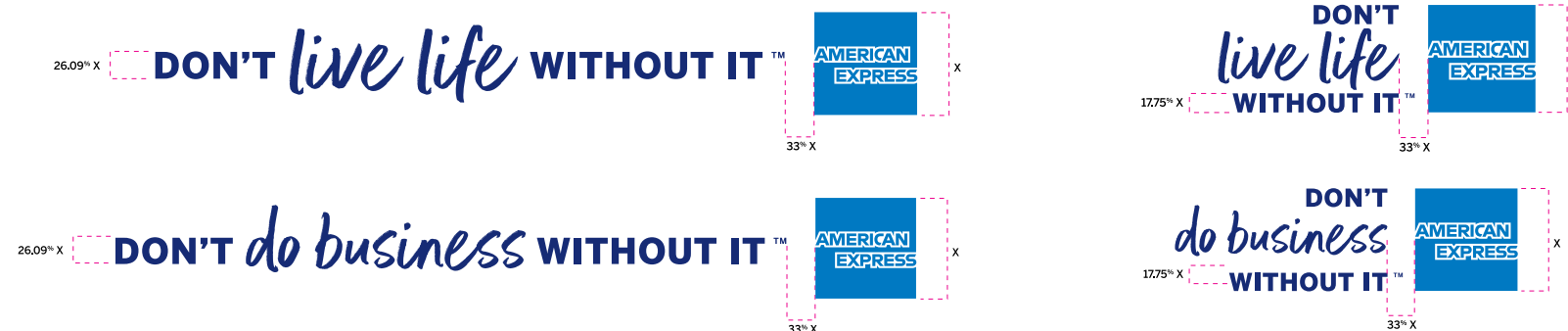
X = the height of the Blue Box. Tagline configuration centered to Blue Box.



Please note that the proportion of lockups is different for email headers. See the [email design system](#) for more information.

## RIGHT SIDE PLACEMENT

The left side placement of the Blue Box is recommended but it can be placed to the right of the Tagline if the layout dictates, such as on the bottom right hand corner of a page.



## CLEAR SPACE

X = the height of the Blue Box



## SCALE SYSTEM AND MINIMUM SIZES

To ensure 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.



Minimum Size of Taglines:  
.05" or 7 pixels Cap-Height

## 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.

When building digital experiences, other than emails or native apps, please incorporate taglines directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>

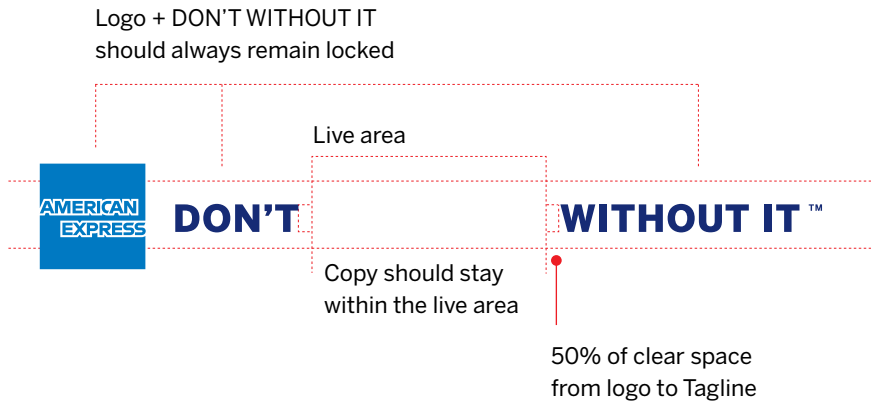
## REPLACING THE SCRIPTED WORDS

The scripted words within the Tagline art can only be replaced in animated assets OR when there are multiple static images of the Tagline that appear together. In both cases, the sequence must end on either Don't Live Life Without It or Don't Do Business Without It.

(Note that Live Life and Do Business can also be replaced with other words when the Tagline appears as copy, as in a headline.)

## SPECIFICATIONS

Logo + DON'T WITHOUT IT should always remain locked



Live area

Copy should stay within the live area

50% of clear space from logo to Tagline

**DON'T** *be a fan* **WITHOUT IT** • BENTON SANS BOLD

**DON'T** *buy tickets* **WITHOUT IT** • BETTER TIMES, BRIGHT BLUE

**DON'T** *sold out show* **WITHOUT IT** • FIXED POSITIONS

DON'T and WITHOUT IT remain in fixed position while the content changes

**SPACING GUIDE**

Distance between Don't and script typeface is equal to width of 1 'N' away from the longest script phrases

## BETTER TIMES, CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Better Times is ONLY for use within the Tagline when replacing Live Life or Do Business.

Please note that the alternate V, F and O should be used from the Better Times typeface. See also [Brand Typography](#).

## EXAMPLE



**TRANSLATIONS**

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The Tagline has been trademarked to use in markets globally, as listed below. Contact [Global Brand Support](#) for assets or if your market is not listed here and you need a translated tagline for your market.

Please note that taglines are trademarked by market which means they can only be used in the markets where they are trademarked.

---

**ENGLISH:** Trademarked for use in these markets – Albania, Australia, Bangladesh, Canada, Ecuador, Finland, Germany, Hong Kong, India, Indonesia, Italy, Laos, Nepal, New Zealand, Russia, Singapore, South Africa, Spain, Sri Lanka, Taiwan Thailand, US, UK, Vietnam

**DON'T** *live life* **WITHOUT IT**™

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

---

**SPANISH:** Argentina, Costa Rica, Mexico, Panama, Puerto Rico

**NO** *vivas la vida* **SIN ELLA**™

**NO** *hagas negocios* **SIN ELLA**™

---

**FRENCH:** Canada, New Caledonia, Tahiti

**NE PROFITEZ PAS** *de la vie* **SANS ELLE**

**NE FAITES PAS** *d'affaires* **SANS ELLE**

---

**JAPANESE:** Japan

そう、*人生*には、これがある。

そう、*ビジネス*には、これがある。

---

**DUTCH:** The Netherlands

**GEEN** *moment* **ZONDER**

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

---

**ARABIC:** Bahrain

لا *تعش* *حياتك* بدونها

لا *تنجز* *أعمالك* بدونها



# II. OPTIONAL VISUAL ELEMENTS

## Overview

### Patterns

WORLD SERVICE PATTERN  
WORLD SERVICE COLOR USAGE  
WORLD SERVICE CROPPING  
LOGOTYPE PATTERN

### Flourish

USING THE FLOURISH  
ANATOMY AND CROPPING  
COMBINED WITH IMAGES  
DON'TS

### Window

### Ribbons

### Globe

Click on items to go directly to that page

## The Centurion

### 1850

### Photography

PRINCIPLES  
DON'TS

## Relationship Device

OVERVIEW & FILES  
COLOR & CROPPING  
DON'TS  
HORIZONTAL LAYOUT  
VERTICAL LAYOUT  
SMALL SPACE LAYOUT  
TYPOGRAPHY  
CARD MEMBER NAMES  
& MEMBER SINCE  
APPROVED CARD MEMBER NAMES

## Card Art

### Illustration

OVERVIEW  
WHEN TO USE  
SYSTEM ELEMENTS  
HOW TO USE



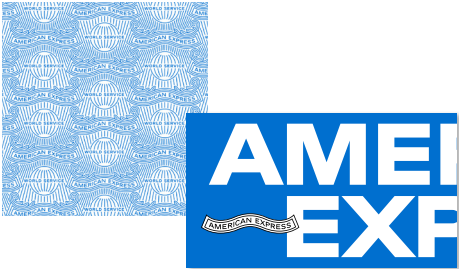
## II. Optional Visual Elements

[Contents >](#)

**These elements are like accessories** – nice to have, but optional. They can be used to add visual interest and texture where they align with messaging. All our communications should focus on the customer so use these elements carefully with that in mind.

Note that the optional elements may only be altered as specified in these guidelines.

### Patterns >



### Flourish >



### Window >



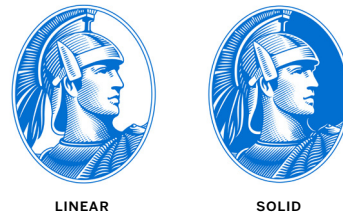
### Ribbons >



### Globe >



### The Centurion >



### 1850 >

1850

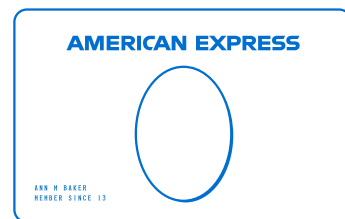
### Icons >



### Photography >



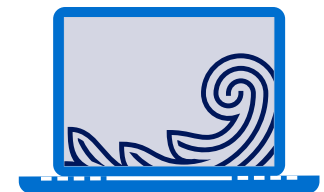
### Relationship Device >



### Card Art >



### Illustration >





# Patterns

WORLD SERVICE PATTERN

WORLD SERVICE PATTERN COLOR USAGE

WORLD SERVICE PATTERN CROPPING

LOGOTYPE PATTERN

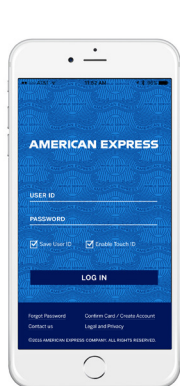


Click on items to go directly to that page

### WORLD SERVICE PATTERN

The **World Service pattern** is a powerful tool that can be used to add richness, warmth, or visual interest to American Express communications.

It can be added as a texture layer, for example, on the back of a notecard or letterhead or as the background of an app, or it can be used as a stand-alone graphic element.



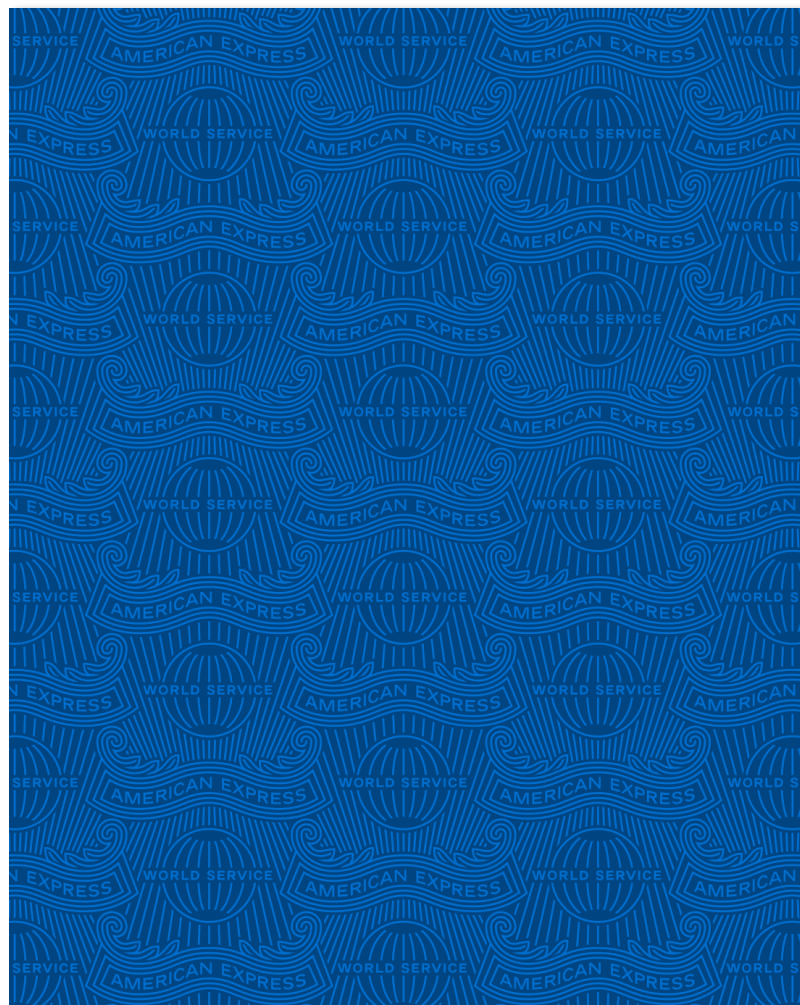
**PATTERN AS  
TEXTURE  
LAYER**



**GRAPHIC PATTERN  
AS STAND ALONE**

When building digital experiences, other than emails and native apps, please incorporate patterns directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>.

### PATTERN FIELD



### DETAIL OF PATTERN FIELD

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**

### PRODUCTION AND SCALING

The 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. Please evaluate your application, scale, and production methods to ensure legibility. The pattern has no maximum size limit.

Environmental World Service pattern files are lighter for large scale use. Depending on final scale and production methods the regular weight (found in the print files) may be better – use which ever option works for the application.

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

**WORLD SERVICE PATTERN COLOR USAGE**

Patterns may use any brand colors in 100% or tint values, which allow for extensive color combinations.



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



Pattern: 65% PMS Cool Gray 7  
Field: 100% PMS Cool Gray 8



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

**TINTS**

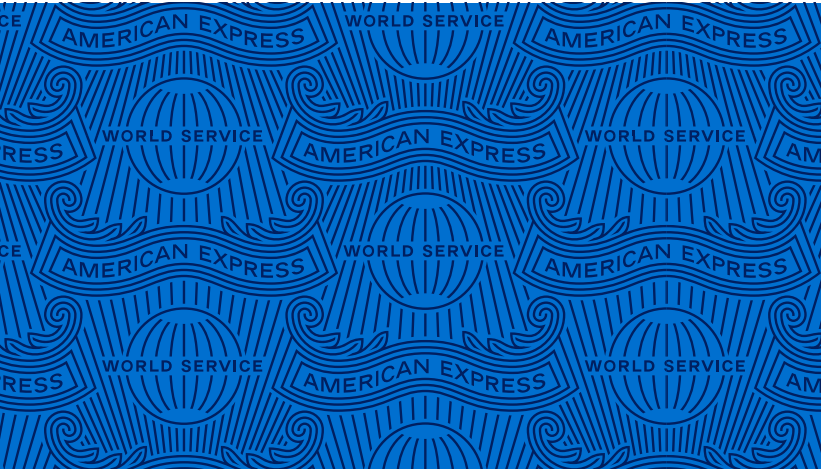
BRIGHT BLUE	DEEP BLUE
100%	100%
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%
40%	40%
30%	30%
20%	20%
10%	10%

Tints (percentages of the full strength, 100% color) may be used.

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 only permitted in patterns and illustrations.**

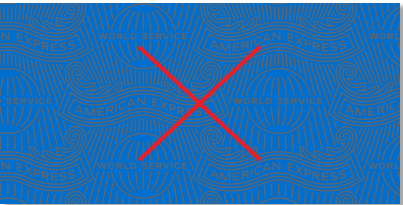
Subtle color shifts and repeating patterns create a sophisticated and rich visual texture.



Not all color combinations are successful.



Deep Blue doesn't work well on gray as there is not enough contrast.



Gray does not work well on Bright Blue as there is not enough contrast.



### WORLD SERVICE PATTERN CROPPING

The pattern should either be used small enough that you see the pattern repeat or as a coherent crop with a clear focus.

It 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.



**DON'T live life WITHOUT IT™**

## Green Cashback: i tuoi acquisti si fanno piu leggeri!

**Richiedi Carta Verde  
American Express e utilizzala  
per i tuoi acquisti quotidiani  
potrai ottenere € 75 di Cashback  
in conto Carta!**

**OFFERTA VALIDA FINO AL 31 DICEMBRE 2018.**

**In più, per te:**

- ✓ **Quota annuale Carta Base € 10,** che ti verranno restituite alla prima spesa effettuata nei primi 90 giorni.
- ✓ **Quota Carta Supplementare gratuita per il primo anno.** € 10 dal secondo anno per la prima Carta Supplementare richiesta insieme alla Carta Base.

Número de Establecimiento:  
%%N\_DE\_ESTABLECIMIENTO%%

**Manténgase al día con  
las novedades.**

**Le informamos que próximamente entrarán en  
vigencia los nuevos costos correspondientes al uso  
del servicio de Pago Express.**

La nueva TNA es del 55%, y se verá reflejada en cada transacción a partir del 18 de julio de 2018.

Para más información, por favor comuníquese con el **Centro de Atención a Establecimientos** al 0810-555-0500, de lunes a viernes de 9 a 20 horas.

Estamos a disposición para brindarle el asesoramiento que su Negocio necesita.

Cordialmente,

Servicios a Establecimientos  
American Express Argentina S.A.

**Administre su cuenta online.**

Solo necesita ingresar los datos de su comercio y podrá acceder a todas las herramientas para controlar su cuenta de forma simple.

**Comenzar**

Estamos para respaldarlo.

Centro de Atención a Establecimiento 0810-555-0500  
de lunes a viernes de 9 a 20 horas.

[americanexpress.com.ar/establecimientos](http://americanexpress.com.ar/establecimientos)

**NO haga negocios SIN ELLA™**

Emphatic scales and tight, deliberate crops of the pattern are powerful and eye-catching.



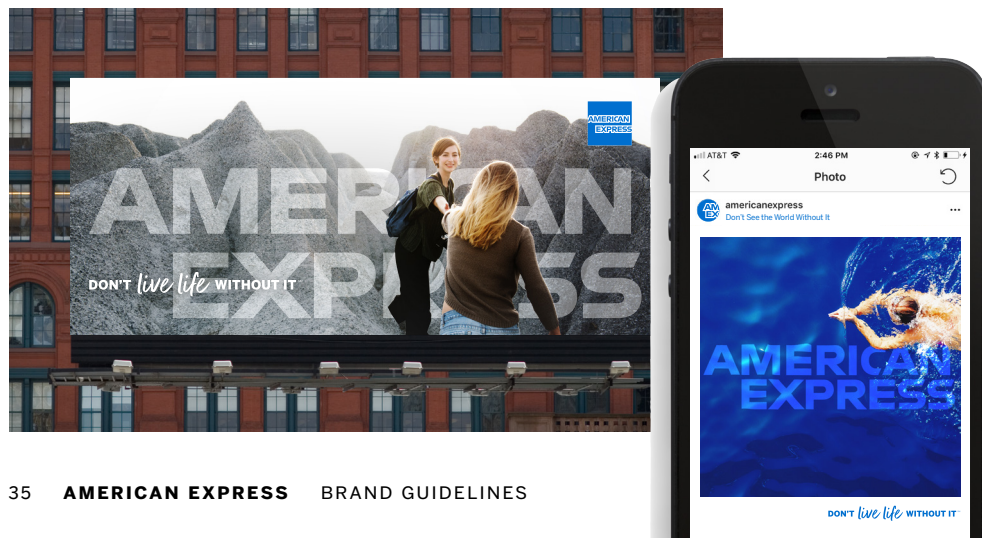
### LOGOTYPE PATTERN

The Logotype can be used emphatically **to span large surfaces and/or it can be cropped to create lively pattern fields** (e.g., on a billboard, on the the cover of a presentation, or the back of a business card).

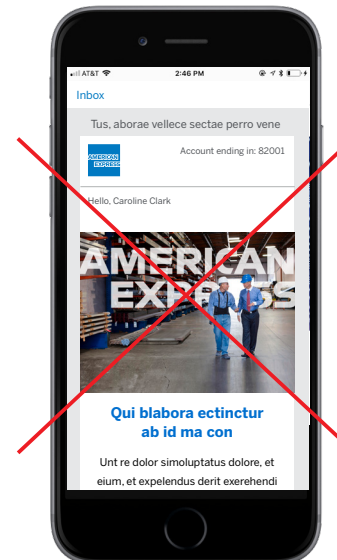
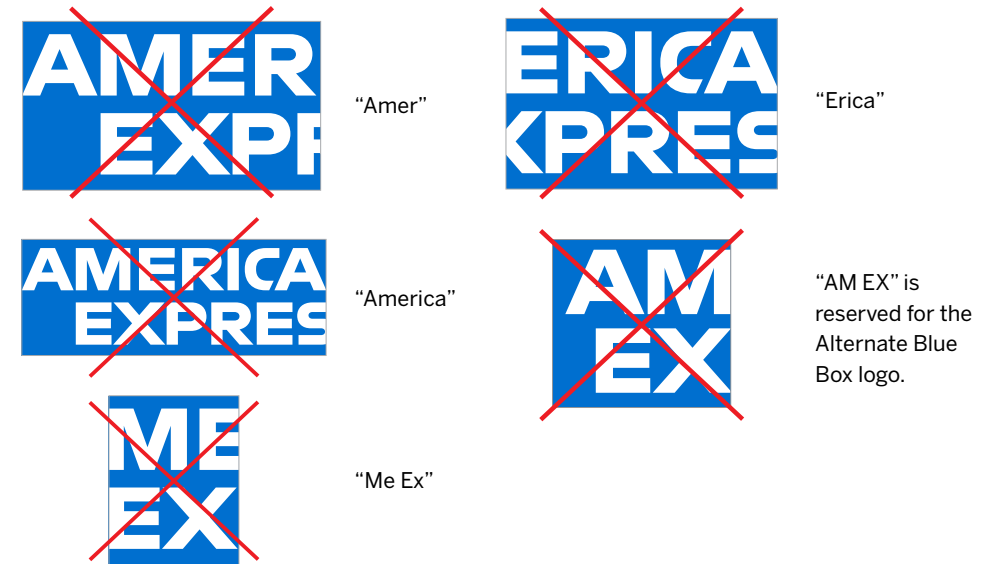
The words can also be shifted left-to-right or top-to-bottom to achieve dynamic crops and alignments. In these cases, the clear space rules do not apply.



The Logotype pattern can be softened and integrated (adding slight transparency to the Logotype – stay within 35% to 85% transparency) or digitally rendered to express the textures within the image. For example, in the pool image below, the rippled water ripples the type edges. Please note that when using the Logotype in this way, the Logotype or Blue Box Logo must also appear somewhere on the piece.



When the Logotype is being used as a pattern, all crops are permissible as long as they do not highlight words or phrases (in any language).



Please note: As with the Logotype, the Logotype pattern 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 any of these blues or of the grays. No other colors are allowed.

### USING THE LOGOTYPE AS A WINDOW

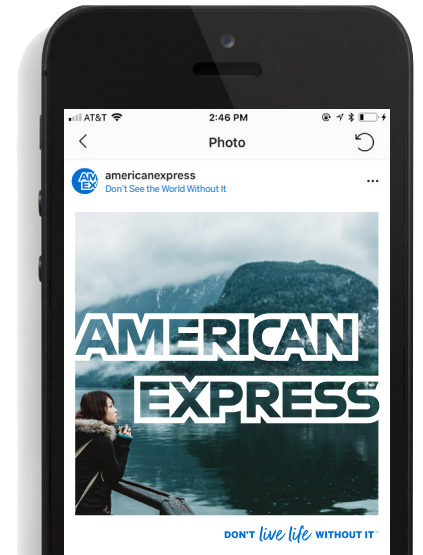
The Blue Box Logo may also be used as a “window” for photography. The [same photography guidelines](#) apply for images used in this way. An image placed within the Blue Box must maintain maximum legibility of the American Express Logotype and should showcase a person or people. Their faces should not be placed within the Logotype.

The window and relationship device should not be used together. When using the window, it should be used on the primary photograph in a communications piece. It should never be used on a supporting visual. The relationship device is preferred so use the window when the relationship device would not be relevant or the space won’t accommodate it.

Please note that using the Blue Box as a window does not take the place of using the Blue Box Logo or Logotype. The Logotype or Blue Box Logo must also appear somewhere on the piece.

### HOW TO USE THE BLUE BOX AS A WINDOW

Before inserting imagery, select the correct Blue Box scale version based on the height of the [Logo](#). The Blue Box Logo is composed of two vector windows – the box and lettering. These windows operate in the same way as the standard image window. Within your design program, select the outer box window and insert image, then select the lettering window and insert the same image.



Photography placed within the Blue Box window should never compromise the legibility of the American Express lettering.



Faces should not be within the American Express lettering.



Photography placed within the Blue Box window should fill the entire Blue Box form, without any white space.



### USING THE FLOURISH

The Flourish, composed of the World Service pattern's scroll, leaf and ribbon, can be used alone over a solid field of color to create a feeling of fluidity and movement. Or, use it to accent a photograph.

On a solid background, place the Flourish in the header or at the bottom of a layout.

For more information about using the Flourish in digital, please visit the [Design Language System](https://design.americanexpress.com/language/resources/developers/#assets). Also, note that when building a website or creating a banner, please incorporate the flourish directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>

### COLOR



Over a solid white background, use bright blue or deep blue.



Over a solid blue background, use white or mix things up with a tone-on-tone option like bright blue over deep blue.

### ANATOMY

#### SCROLL

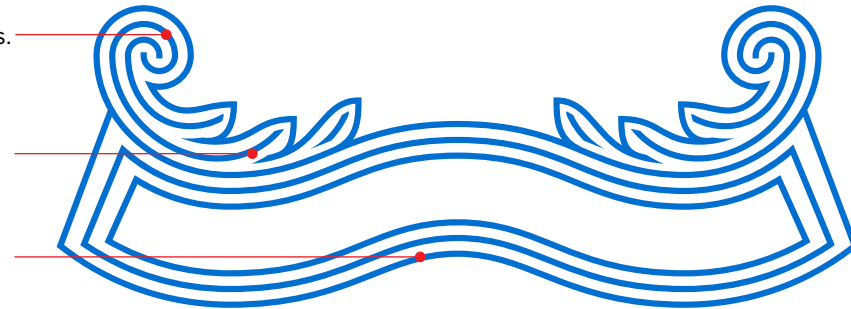
Always visible in layouts.

#### LEAF

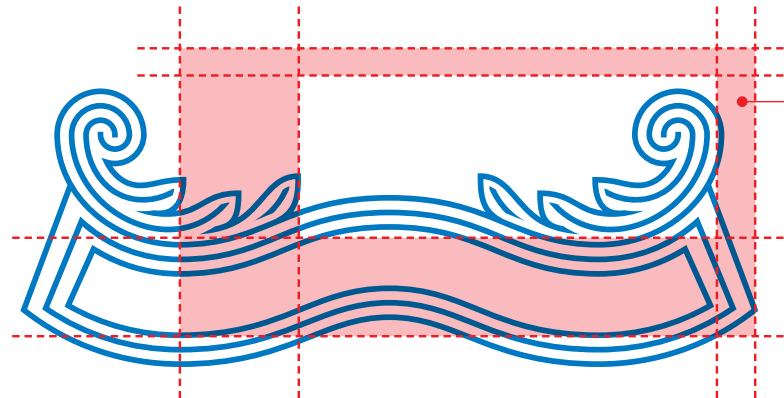
Fully visible or cropped determined by space allowances.

#### RIBBON

Can appear whole or cropped.

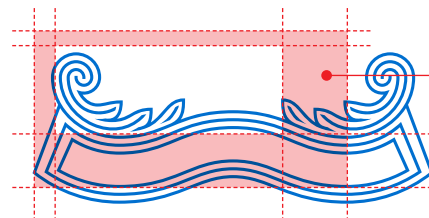


### CROPPING

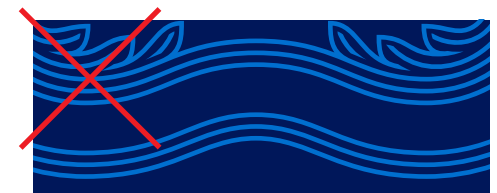


Always show a scroll of the Flourish in the design and at least 2 Ribbon lines. The Leaf can be cropped or shown. Crop within the shaded area according to available space and design of the layout.

Don't show the entire Flourish. It must always be cropped asymmetrically.



The Flourish crop area can be mirrored on the left side of the element.



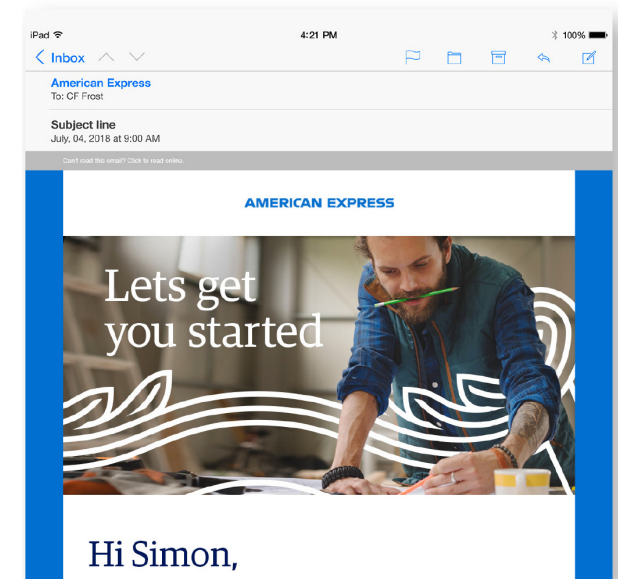
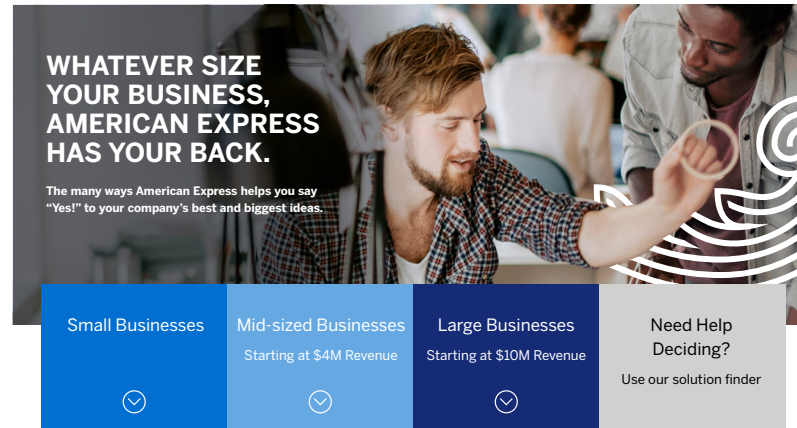
**Don't** – Crop off the scroll or crop the Flourish outside the recommended crop area.

### COMBINING THE FLOURISH WITH IMAGES

In photography, the Flourish can be placed behind or around people in images to evoke the powerful backing of American Express.

The Scroll should always be anchored behind the person. The Ribbon can then be placed in front of the person – gently wrapping around them.

When used with a photograph, the Flourish can only be white.

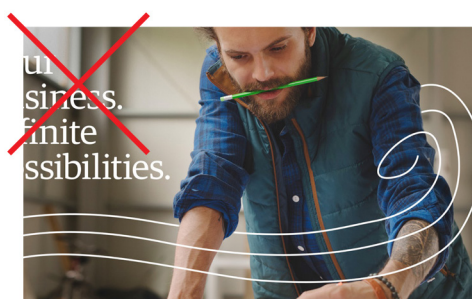




### FLOURISH DON'TS



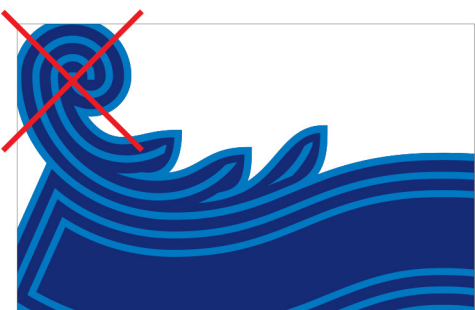
**Don't** place any lines around someone's neck or waistline, or in anyway that looks like the pattern is confining. And don't show too much of the Flourish in front of a person.



**Don't** create new renderings to mimic the Flourish.



**Don't** use the Flourish with the American Express Ribbon.



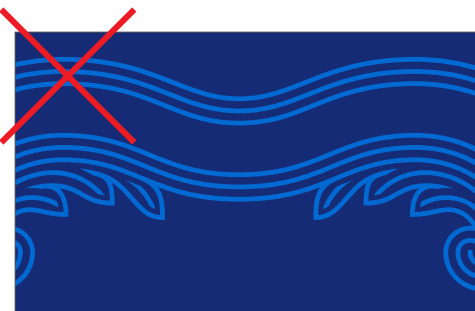
**Don't** fill the Flourish in with color. The background should show through.



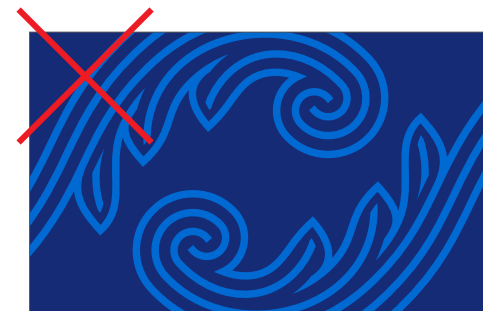
**Don't** add a drop shadow. Don't use colors other than white, bright blue, or deep blue.



**Don't** use the Flourish at an angle.



**Don't** invert the flourish.



**Don't** use the Flourish in a circular pattern – or any other pattern.

**USING THE RIBBON**

**Ribbons** are heritage elements drawn from the World Service pattern and card art.

The American Express and Member Since ribbons can be used emphatically, spanning print/digital applications, billboard ads, large environmental surfaces, etc. 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.



Minimum height of Ribbons  
.225" or 26 pixels



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

Two ribbon drawings (light and regular weights) have been supplied. Ribbon weight selection will depend on final scale, production methods and desired effect (dominant or ambient).

When building digital experiences, other than emails and native apps, please incorporate ribbons directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>

### USING THE RIBBON



#### CROPPING

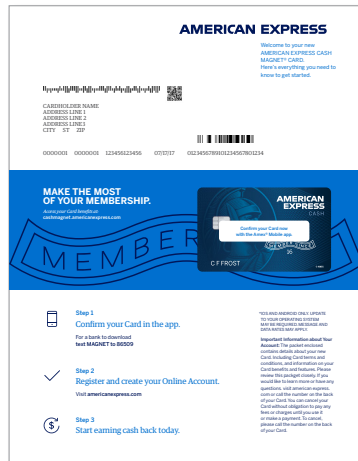
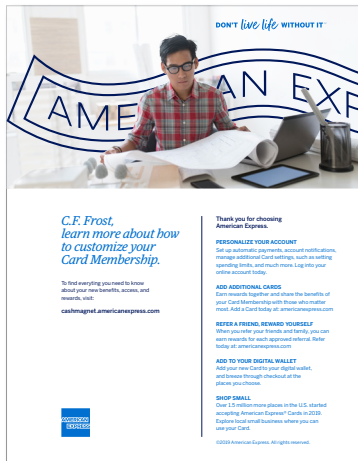
Ribbons can be cropped to create a lively and powerful visual. Cropping the ribbons is permitted as long as American Express or Member Since are clearly conveyed and the crops do not highlight alternate words or phrases, for example, “America”, “Erica”, “Ex”.

#### LAYERING

Ribbons can be layered with photography – between the background and people, as shown on the left. Silhouetted objects, like card art, may be placed on top of a ribbon. Do not use the ribbons to overlap or to weave in and out of people or objects. They should be either in front of or behind the ribbon. If in front, same rules apply as above – alternate words or phrases should not be displayed.

#### COLOR AND EFFECTS

Ribbons may be rendered in bright blue, deep blue, reverse/white, cool gray 1-11, or black. No other color is permitted. Depending on the desired effect, the ribbon may be softened (adding slight transparency) or strengthened (adding slight diffused shadow).



Ribbons should not weave between people (in front of one and behind another) in a multi-person photograph.



Do not turn the ribbon into a Flourish.



### USING THE GLOBE



**The Globe** is a heritage element drawn from the pattern. It 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

When building digital experiences, other than emails or native apps, please incorporate the globe directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>



### USING THE CENTURION



LINEAR



SOLID



**The Centurion** is an icon of American Express, particularly on our Cards. It should be used when it has a meaning in the context, should not be overused and/or used randomly when it doesn't have a purpose. It's recommended for use on Card-related materials.

Bright Blue, Deep Blue, Cool Gray 1–11, White or Black may be used for the Centurion.

When the Centurion is part of card art, it may be rendered in card art related colors or tints. The Centurion should never be used smaller than a height of .7" or 110 pixels. It has no maximum scale limit.

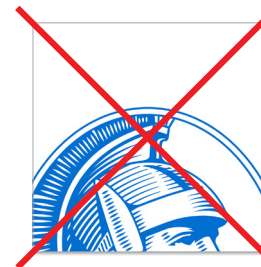


Minimum  
height  
of Centurion  
.7" or 110 pixels

When building digital experiences, other than emails or native apps, please incorporate the Centurion directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>



Slight crops (one to three edges) are recommended. (However, the Centurion shown on card art should not be cropped.)



Crops should not be reductive to the point that the Centurion is unidentifiable.



When using dark backgrounds, avoid a ghost-like appearance.



The Centurion can only face to the right.

### USING THE 1850 ELEMENT

# 1850

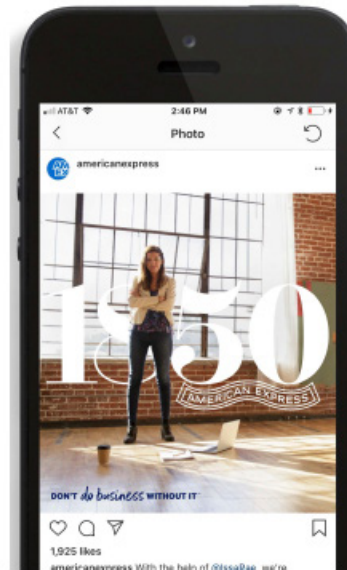
The **1850** graphic element celebrates the founding of American Express. This graphic should only be used in internal communications. It can be used in external communications when our heritage is relevant and important.

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.

**1850** Minimum height of 1850 .275" or 30 pixels

When building digital experiences, other than emails or native apps, please incorporate the 1850 graphic directly from our content delivery network (CDN). See detailed instructions at <https://design.americanexpress.com/language/resources/developers/#assets>





# Photography

PRINCIPLES

DON'TS



Click on items to go directly to that page

### PHOTOGRAPHY PRINCIPLES

Please use these principles when choosing images for communications. Note that we have global rights for a wide selection of brand-approved images available upon request by contacting [amexinternationalguidelines@ogilvy.com](mailto:amexinternationalguidelines@ogilvy.com).

Please also note that because we are a relationship brand, our marketing should feature photographic images of customers whenever possible. Illustration can be used sparingly as described in the [Illustration](#) section.



Use images with aspirational but attainable subject matter.



Whenever possible, use images of more than one person to reinforce that we are a relationship brand.



Use images that represent the modern Card Member (diversity in gender, ethnicity, age, shapes, and sizes).



Use subject matter that is authentic, real, and not stereotypical.



Use images that are uncluttered to maximize legibility.



Use images that have a clear role for American Express. The Card Member is the hero and the Card or service is the enabler.



Use images that are rich in color.



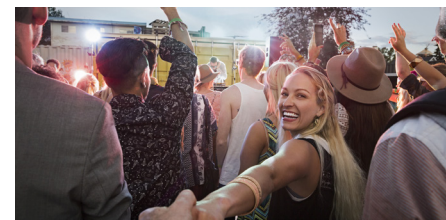
Make the moment the focal point, e.g., people enjoying a concert rather than the concert itself; people having an adventure rather than a scenic shot of a city or landscape.



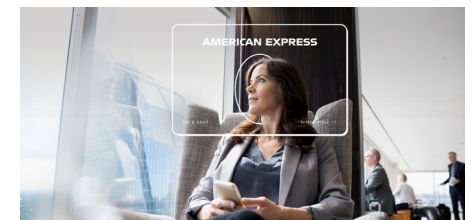
Vista and locations images are sometimes needed to inspire travel, but whenever possible, people should be included.



People in photos should seem authentic and captured in the middle of a moment, not staged.



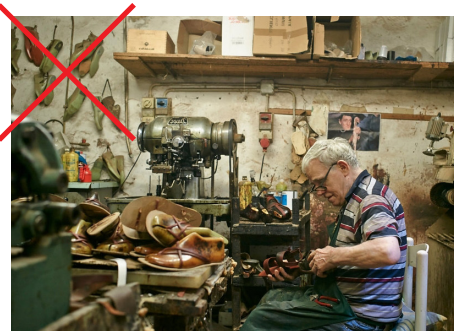
Use images that feature shared experiences and social moments, not people alone.



Consider how the Relationship Device will appear in lead images, with headlines and body copy.



### PHOTOGRAPHY DON'TS



**Don't** use busy backgrounds.



**Don't** show stereotypes.



**Don't** use tints or artificial filters.



**Don't** show ostentatious subject matter, such as silver service dining and butlers.



**Don't** show people posing for the camera.



**Don't** use muted or black and white photography.



**Don't** use extreme close-ups.



**Don't** show shots of people isolated.

Holiday imagery should be inclusive whenever possible, combining imagery from multiple cultures or religions. Strive for a neutral, festive look, and try not to use images that feature religious figures and icons.

If you are going to use imagery from only one culture, religion or holiday, see the [appendix](#) for which are acceptable.

# Relationship Device

OVERVIEW & FILES

COLOR, CROPPING, AND SCALE

RELATIONSHIP DEVICE DON'TS

HORIZONTAL LAYOUTS

VERTICAL LAYOUTS

SMALL SPACE LAYOUTS

TYPOGRAPHY

CARD MEMBER NAMES & MEMBER SINCE

APPROVED CARD MEMBER NAMES



Click on items to go directly to that page

### OVERVIEW

**The Relationship Device** is the main design component of the “Don’t Live Life Without It/Don’t Do Business Without It” global platform and is being used repeatedly across American Express communications to symbolize that we put our customers at the center of our relationship with them.

Research showed that our audience responds very positively to the Relationship Device. It should appear in all above-the-line marketing and wherever possible and/or relevant on the lead image in below-the-line communications. Because it represents our relationship with ALL customers, this includes non-Card marketing.

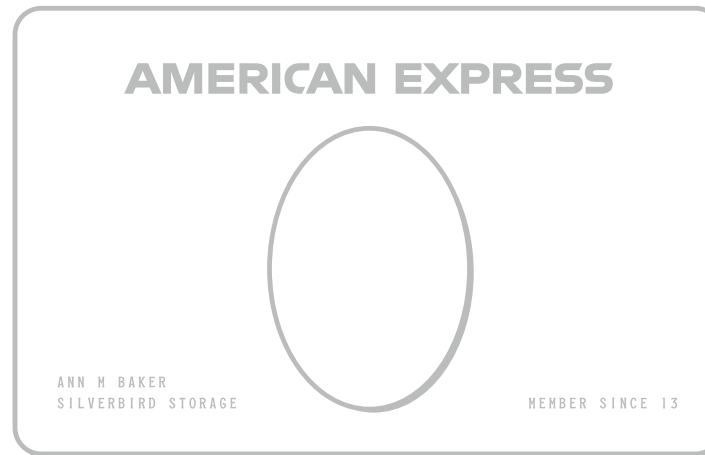
The Relationship Device should be integrated into the photographic scene, going over/around parts of the featured person. However, it should not be placed awkwardly and should not look like it is just stamped on to the image.

#### AMERICAN EXPRESS LOGOTYPE

Illustrated Logotype that matches the expressiveness of the Relationship Device. It should always be fully visible and never cropped.

#### CARD MEMBER NAME

#### MEMBER SINCE



### FILES

Relationship Device versions are available for download from the Brand Site ([internal](#)/[external](#)). They include:

- Business variations
- White, blue, and gray

See [Relationship Device layout specs](#).



#### CENTER OVAL

The customer replaces the Centurion and becomes the hero of the communication. This strengthens the concept of relationships and American Express putting its customers first. Oval should be organically integrated with photo, not stamped on top and should feature the face of only one person.

#### OUTER FRAME

An illustrated asset which can be scaled to frame the hero of the communication. Brush strokes cannot be altered but multiple expressions are available. Only two sides may be cropped off. See [cropping and scale](#).



### COLOR



#### 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



#### GRAY

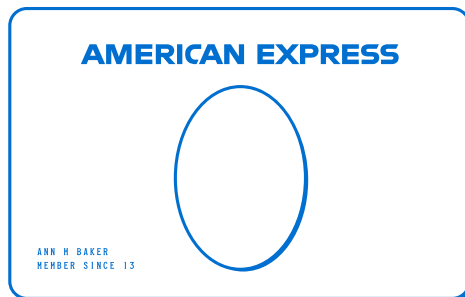
PMS	COOL GRAY 6 ON COATED & UNCOATED
CMYK	0.0.0.55
RGB	167.168.170
HEX	#A7A8AA

### CROPPING AND SCALE

The American Express Logotype, the customer name, and the oval cannot be cropped but one or two of the sides can be.

There are two scale versions available for the Relationship Device – Max Relationship Device and Min Relationship Device.

Use the Max Relationship Device in all cases except small space environments where scale is restricted. Use the Min Relationship Device where scale is restricted, e.g., mobile banners, email headers and social posts. The Logotype on the Min Relationship Device has been optimized for small space environments.



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



Top Edge



Right Edge

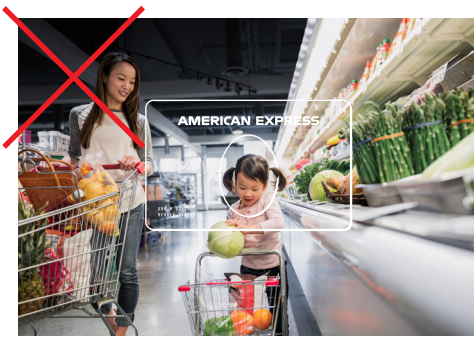


Left Edge



Bottom Edge

### RELATIONSHIP DEVICE DON'TS



**Don't** use the Relationship Device around a child.



**Don't** use the Relationship Device on images where the Relationship Device is not legible.



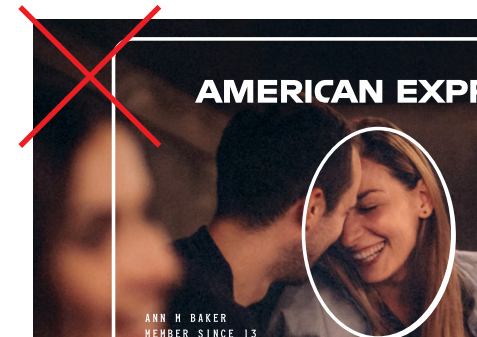
**Don't** use more than one Relationship Device in a single piece of creative.



**Don't** use Relationship Devices around a body part or object; the Relationship Device goes around people's heads only.



**Don't** stamp the oval of the Relationship Device onto an image, it should be integrated with the image.



**Don't** crop any Relationship Device elements (except one or two of the sides).



**Don't** allow type or any other element to overlap the Relationship Device.



**Don't** place the Relationship Device in awkward positions.



**Don't** use the Relationship Device too small over an image.



### RELATIONSHIP DEVICE HORIZONTAL LAYOUTS

When using the Relationship Device, follow the layout guidelines on this page and on the following pages.

#### RELATIONSHIP DEVICE SIZE

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

#### RELATIONSHIP DEVICE OPACITY

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

#### HEADLINE, LOGO, AND RELATIONSHIP DEVICE LEGIBILITY

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



#### HEADLINE & SUBHEAD PLACEMENT

Headline and subhead locked up and centered vertically to Relationship Device.

#### HEADLINE & SUBHEAD SIZE

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

#### LOGO LOCKUP PLACEMENT + SCALE

Logo lockup is between 20–50% of the width of the layout. Clear space equals a minimum of 50% of the American Express logo.

#### DISTANCE BETWEEN HEADLINE AND RELATIONSHIP DEVICE

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

#### SUBHEAD – HEADLINE DISTANCE

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

### RELATIONSHIP DEVICE VERTICAL 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 CLEAR SPACE

Logo lockup clear space is a minimum of 50% of the American Express lockup width.



#### DISTANCE BETWEEN HEADLINE AND RELATIONSHIP DEVICE

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

#### HEADLINE & SUBHEAD MIN. AND MAX. WIDTHS

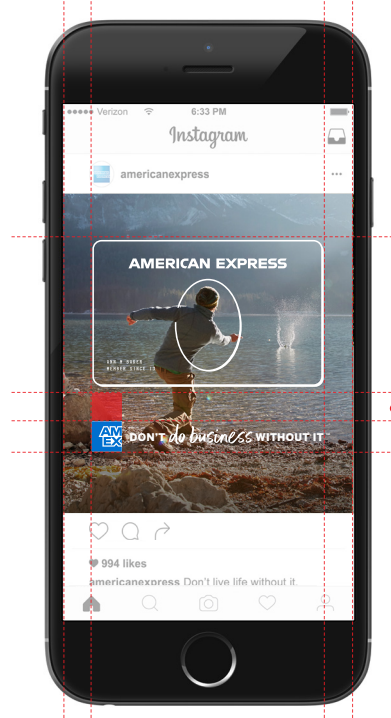
Headline and body copy are between a minimum of 30–50% maximum of the total width of the Relationship Device, depending on headline character count.

Example shown is 40%.

### RELATIONSHIP DEVICE SMALL SPACE LAYOUTS

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 Relationship Device as shown below.

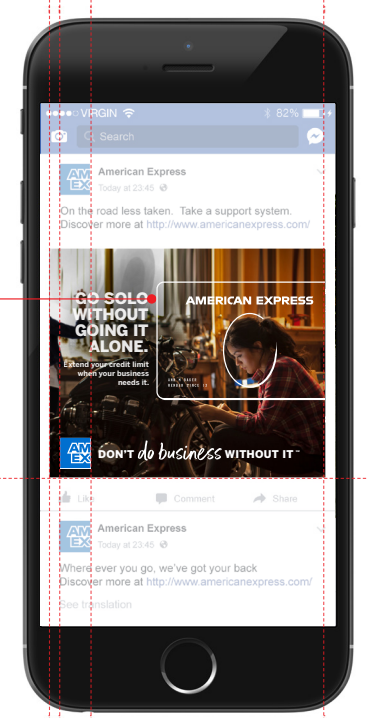


#### DISTANCE BETWEEN RELATIONSHIP DEVICE AND COPY

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

#### DISTANCE BETWEEN LOGO LOCKUP AND RELATIONSHIP DEVICE

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



#### DISTANCE BETWEEN HEADLINE AND RELATIONSHIP DEVICE

Width of headline-sized capital N, with the flexibility to move it +/- 10%, depending on the headline size and Relationship Device 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 clear space between logo lockup and edge of artwork is the width of the American Express logo when the lockup is not locked to the lower left in small-space executions.



### USING TYPOGRAPHY WITH THE RELATIONSHIP DEVICE

Use these typography specs when using the Relationship Device.

#### LEFT/RIGHT JUSTIFIED TYPE

Headlines and subheads can appear on the right, left, above, or below the Relationship Device, depending on the photo composition and layout format. Headlines on the right side, above, and below the Relationship Device will all be aligned left, headlines and subheads on the left side of the Relationship Device 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 Relationship Device 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 Relationship Device color, usually white

**Opacity:** 80–95%

### CARD MEMBER NAMES AND MEMBER SINCE DATES

It is recommended that a **Card Member name** always be included on the Relationship Device.

The assets, available for download from the Brand Site, have “First and Last name” as placeholders that should be replaced with names that match the gender and diversity of the featured person. Please see [approved list](#) of Relationship Device Card Member names.

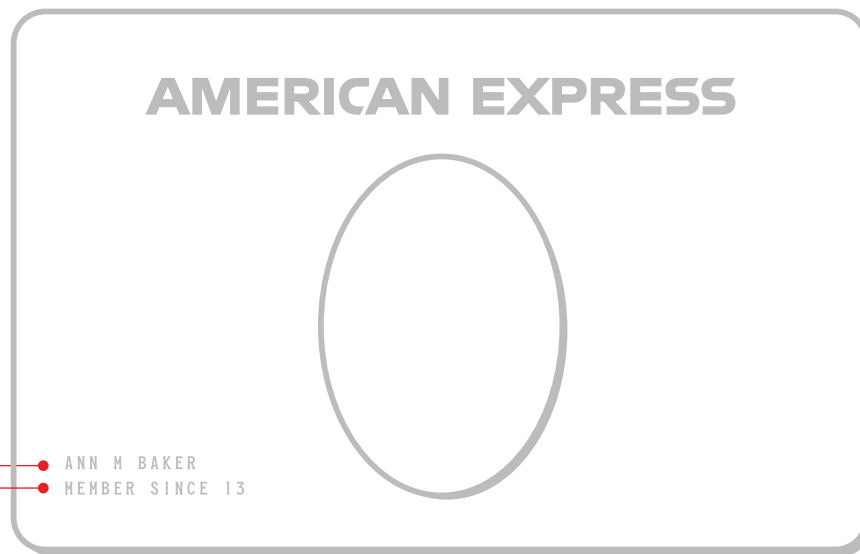
#### PERSONAL CARD

##### CARD MEMBER NAME

Card Member and business names are used to reinforce the individuality of the design.

##### MEMBER SINCE

Member Since enforces the value of Card Member loyalty and should be included whenever possible. When there is no business name, Member Since should be placed under the Card Member name.



#### BUSINESS CARD

##### BUSINESS NAME

Business names should be included in applicable executions.



##### MEMBER SINCE

When the business name is under the Card Member name, the Member Since date goes on the right side of the Card.

**APPROVED CARD MEMBER NAMES**

These names are globally approved for card art and for the relationship device. All names can be used for either.

Card Member Names		
Abby Kan	Ivy Lee	Ross Knoll
Alexander M Harris	Keira McGill	Samantha Alhante
Alfredo Ramirez	Koji Takeuchi	Shauna Horn
Alia Cohan	Liz Tam	Shoga Ohta
Ann M Baker	Lorène Arnoux	Sina Boehm
Ben Kuo	Luca De Fino	Takuya Miyazaki
C.F. Frost	Meaghan Ellis	Vinoy Yip
Chandi Ravel	Matthew Newberry	Walter Frye
Herrick Chan	Matthieu Bouchain	Yurie Mak

Business Names
Advanced 4 Engineering
Bael Fabrics Ltd
FAB Shipping
Glass Octopus
Gum Boot Denim
McKenzie Tailoring
Newberry Acoustics
SilverBird Storage

- Card Member names and business names can be mixed and matched.
- Membership Since dates should be determined by the context.
- If showing both the Relationship Device and card art, names should match.
- First and/or middle names can be abbreviated with initials.

For other names:

- There must be a signed release for any name used in communications.
- For the US release form, please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com)
- Non US markets should work with their local legal counsel to ensure compliance with local policies and regulations.

### CARD ART RULES



Do not crop brand elements such as the Logotype, the Centurion, or the Blue Box which should not be partially shown.



Do not distort the Card.



When stacking different Card products, show at least 2/3 of each Card.



If all the Cards behind the top Card are the same except for color, they can be more obscured.

Make sure to use the most up-to-date card art and only approved file formats. Card art can be downloaded from the Brand Site ([internal/external](#)). If the art you need is not there, please contact [Global Brand Support](#).

# Illustration

## **OVERVIEW**

### **WHEN TO USE**

TO SHOW DATA

TO EXPLAIN  
COMPLEX IDEAS

AS SPOT  
ILLUSTRATION

## **SYSTEM ELEMENTS**

COLOR PALETTE

ICONS

OBJECTS

CHARACTERS

## **HOW TO USE**

INCORPORATING VISUAL  
ELEMENTS

ANIMATION

SHOP SMALL

ANIMATED GIFS,  
STICKERS, AND EMOJIS

DON'TS

Click on items to go directly to that page

### OVERVIEW

Photography remains the preferred option for American Express when developing communications.

In certain below-the-line communications where photography may not be an option, illustration can provide a compelling alternative.

The illustration style described here is the **only** illustration style that can be used for American Express communications.

### WHEN TO USE

Illustration may **only** be used:

#### To Show Data >

Icons and Object illustrations can bring data to life and create a visual shorthand when space is limited.

#### To Explain Complex Ideas >

Charts and videos can use illustration to represent otherwise abstract or hard-to-grasp concepts.

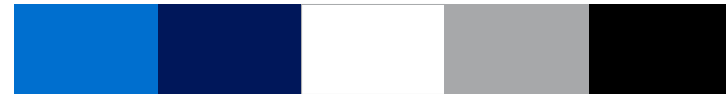
#### As Spot Illustration >

Illustrations can be used on signs or to break up text, whether below the fold in an email or placed within running copy in a brochure. They should not replace photography as the main visual or distract from the copy.

### SYSTEM ELEMENTS

#### COLOR PALETTE

##### BRAND COLORS



##### SUPPORT COLORS (illustration use only)



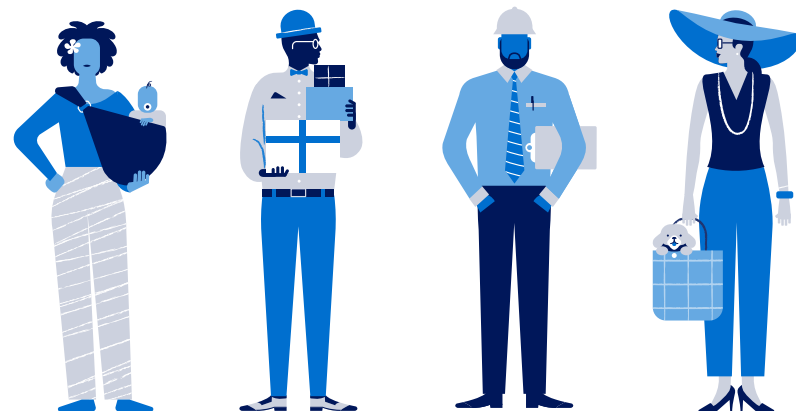
#### ICONS



#### OBJECTS



#### CAST OF CHARACTERS



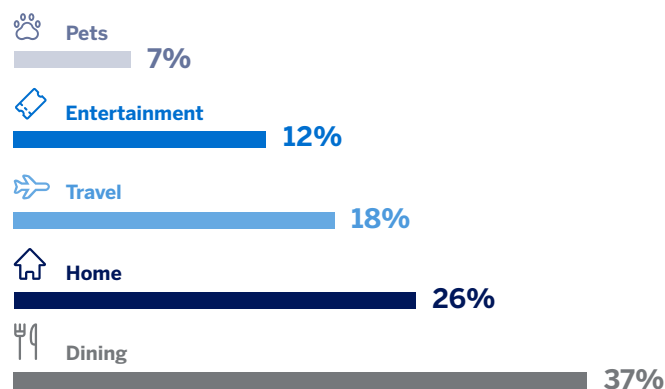
### WHEN TO USE – TO SHOW DATA

Illustration can be used to present data, information, or measurements in a simple and easy-to-understand way.

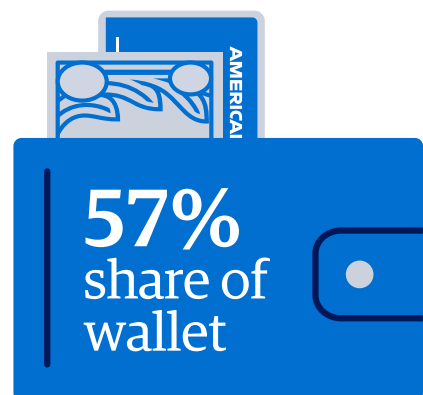
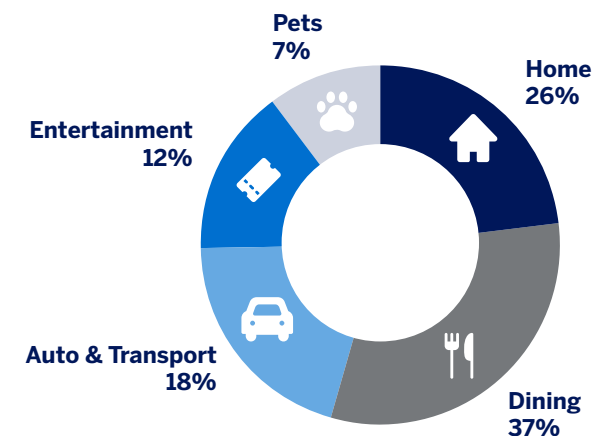
Infographics and charts can communicate information by using combinations of elements, including Icons from the [Icon Library](#), Objects from the [Object Library](#), and typography following brand typography guidelines.

Primarily use colors from the brand palette and their tints. The support colors can be used for infographics that require additional colors.

Please see the [Design Language System \(DLS\)](#) for how to use support colors for data in digital applications.



**Icons** can be used instead of or in addition to text when presenting data comparisons and measurements, or in smaller placements.



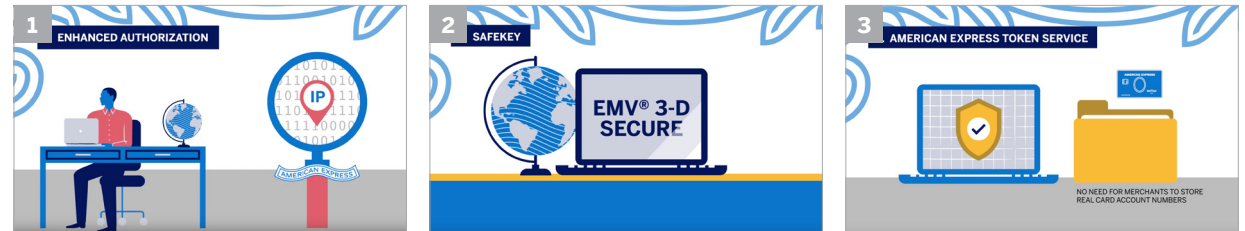
**Objects** can be used to help illustrate a data point.



### WHEN TO USE – TO EXPLAIN COMPLEX IDEAS

Illustration can be used to explain complex benefits and services, and can help portray abstract ideas, like processes and technology. This can take the form of illustrated charts, diagrams, infographics, and animated videos.

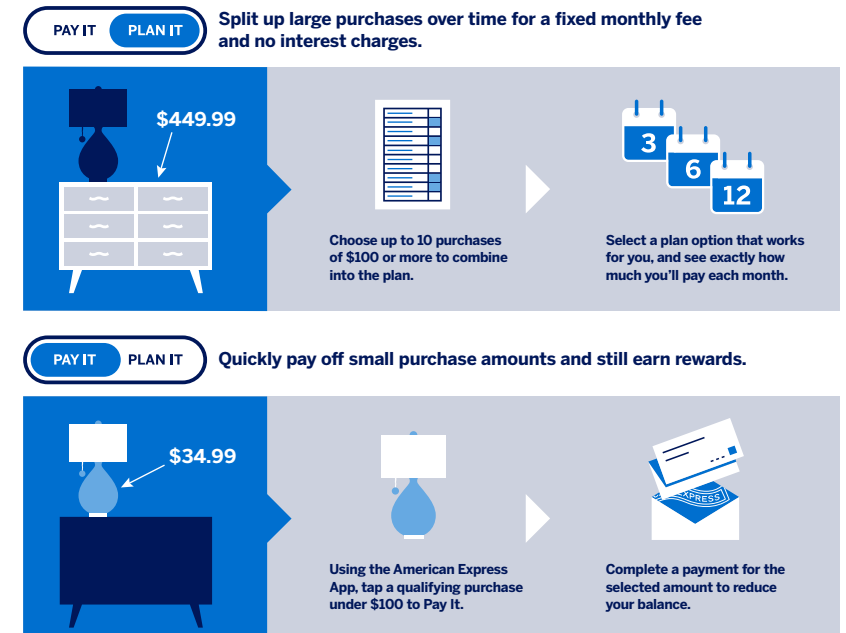
Primarily use colors from the brand palette and their tints. The support colors can be used when additional colors are necessary.



### How Vendor Pay can help boost your business



### PAY YOUR WAY WITH PAY IT PLAN IT®





### WHEN TO USE – AS SPOT ILLUSTRATION

Our communications should always lead with photography, but there are times when spot illustrations can be used to support body copy.

Spot illustrations are simple drawings that are created to be placed within body copy. Their purpose is to support and/or liven up what may otherwise be just a block of text.

Illustrations should never distract from the copy, and there should be ample white space between the illustration and any other images or text.



Illustration may also be used on signs and point-of-purchase materials.



### SYSTEM ELEMENTS – COLOR PALETTE

To complement our [brand color palette](#), we have four support colors to be used **only** within illustrations. The support colors have been selected to provide optimal contrast with the brand colors and cannot exceed 30% of the overall color.

**Only** the following tints of the Blues may be used in illustration: Bright Blue at 60% and Deep Blue at 20%. The Black and Grays may not be tinted, but the [neutrals palette](#) includes a suite of Grays.

When using tints of colors or color over background in digital communications, be sure to maintain acceptable contrast ratios according to ADA accessibility requirements.

If an exception to the approved color palette is needed, please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

#### ILLUSTRATION ONLY SUPPORT COLORS

##### RED

PMS 7417 COATED  
AND UNCOATED  
CMYK 4.76.58.0  
RGB 255.109.106  
HEX #FF6D6A

##### TEAL

PMS 7465 COATED  
AND UNCOATED  
CMYK 67.0.43.0  
RGB 53.196.181  
HEX #35C4B5

##### DARK YELLOW

PMS 1235 COATED  
PMS 7548 UNCOATED  
CMYK 0.30.92.0  
RGB 253.185.45  
HEX #FDB92D

##### GOLD

PMS 1255 COATED  
PMS 7556 UNCOATED  
CMYK 27.43.100.5  
RGB 193.147.47  
HEX #C1932F

#### ILLUSTRATION APPROVED TINTS

##### 60% BRIGHT BLUE

PMS 285 COATED  
PMS 2195 UNCOATED  
CMYK 59.26.0.0  
RGB 102.169.226  
HEX #66A9E2

##### 20% DEEP BLUE

PMS 2757 COATED  
PMS 287 UNCOATED  
CMYK 15.13.0.5  
RGB 204.209.222  
HEX #CCD1DE

#### BRAND COLOR PALETTE

##### BRIGHT BLUE

##### DEEP BLUE

##### WHITE

##### GRAY 6

##### BLACK

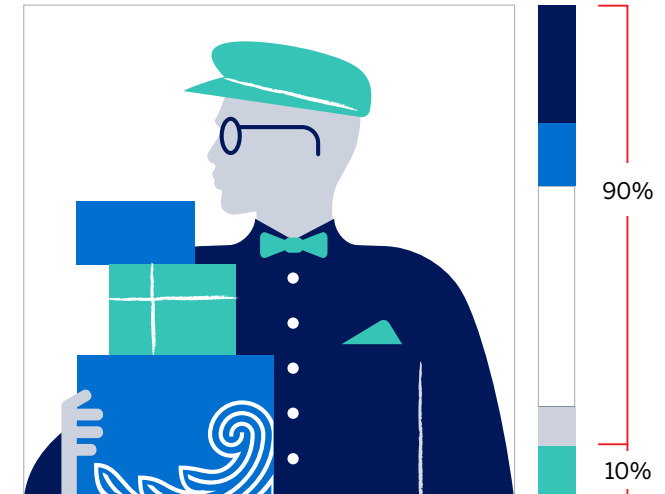
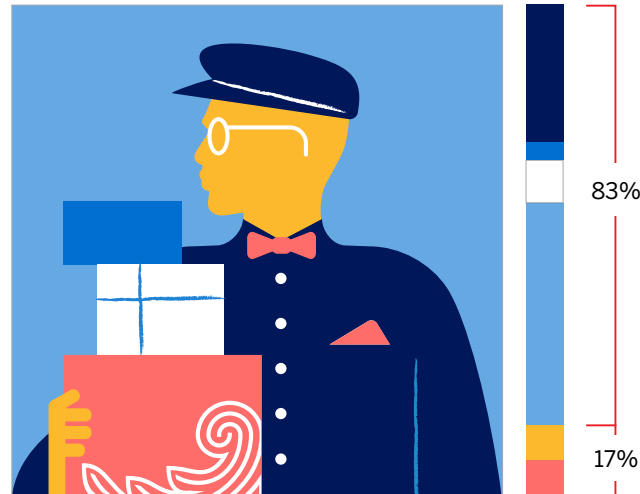
### SYSTEM ELEMENTS – COLOR PALETTE

A maximum of **six** colors may be used within individual illustrations.

To ensure consistency, always use at least two colors from the brand palette, including one of the Blues. The brand palette must make up at least 70% of the illustration.

These examples demonstrate various color combinations with support colors not exceeding 30%.

#### COLOR RATIO EXAMPLES



### SYSTEM ELEMENTS – ICONS

**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 to represent travel, for example. 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 communications to enhance the user experience and clarify our message, which can limit the need for long copy.

Our [Icon Library](#) consists of these categories: Action, Benefits & Rewards, Business, Currency, General, Technology & Communication, and Travel. Each icon is available in four colors from the color palette (Bright Blue, Deep Blue, Gray 6, and White).



Within an illustration, icons can be recolored or modified using colors from the [brand color palette](#), the support colors, or a combination of both. This color guidance applies only to illustration.



### SYSTEM ELEMENTS - ICONS

#### FOR PRINT

Follow the scaling system and minimum sizing rules for using Icons in print marketing, such as on brochures, direct mail postcards, and servicing letters.

The minimum icon size for print is 48x48pt (small Icon) and the maximum Icon size for print is 192x192pt (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.

Icon labels can be changed to meet the needs of your communication. For example, the telephone icon could be labeled Contact Us or Call to Book. Note that labels aren't always necessary if the icon is obvious or the copy makes it clear.

Each Icon is available as an encapsulated postscript file (EPS) in four colors from the visual identity color palette (Bright Blue, Deep Blue, Gray 6, and White).

Core Grid Template = 192x192pt

Corners = 12pt

Strokes = 12pt, #000000

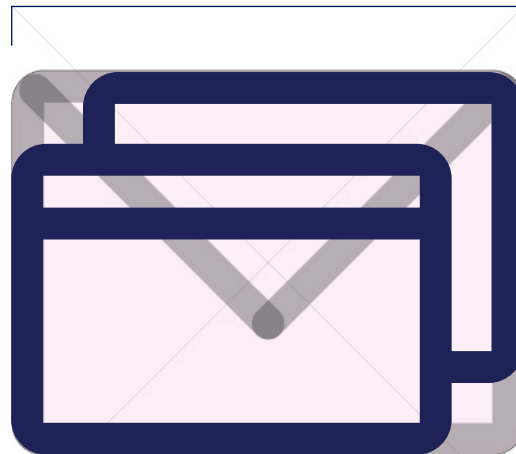
Icons are available for download from the Brand Site ([internal/external](#)).

#### HORIZONTAL



Minimum Size: 48pt

Width



Maximum Size: 192pt

#### VERTICAL



Minimum Size: 48pt

Height



Maximum Size: 192pt

#### FOR DIGITAL

To download Icons for digital use, and for details about using Icons in digital, please visit the [Design Language System](#) (DLS).

### SYSTEM ELEMENTS – OBJECTS

Our illustration system includes a series of Objects representing the everyday items that are part of the lives of our customers, business owners, and merchants.

- Objects can be used alone or incorporated into charts or spot illustrations.
- When scaling Objects, ensure they are still recognizable at small sizes. You can simplify the Objects by deleting details if needed. They have no maximum scale limit.
- Object files are available in Deep Blue, Bright Blue, and White backgrounds in RGB and CMYK, available for download from the Brand Site ([internal/external](#)).
- Objects can be combined, modified, or recolored using any of the colors available for illustration.
- American Express elements, such as Icons, the World Service Pattern, and the Flourish, may be incorporated into Objects (see [incorporating visual elements](#)).
- Objects can be used as an alternative to Icons as long as Objects are used consistently throughout that section of the communication and not mixed with Icons.
- New Objects can be created but must be approved by [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

See the [appendix](#) for Objects in the Illustration Library.



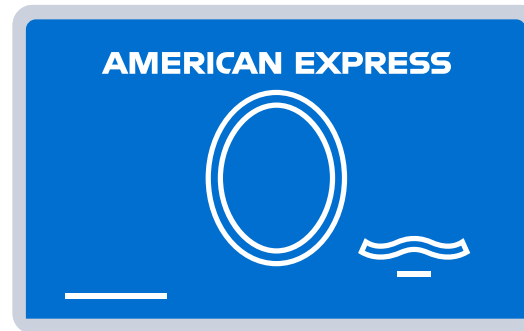
**Don't** use a mix of Objects and Icons in the same section of a communication.

**Don't** add dimension to Objects. Objects are created in a flattened style to fit in with the rest of the system.

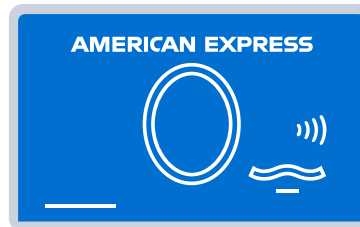


### SYSTEM ELEMENTS – OBJECTS

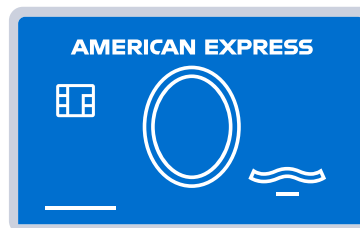
Our library of Objects includes an illustrated [American Express Card](#). It is available in Bright Blue and in Dark Blue and should only be used in illustrations. The illustrated Card [may not be recolored](#) to represent specific Card products.



#### CONTACTLESS/NFC



#### CHIP



### SYSTEM ELEMENTS – CHARACTERS

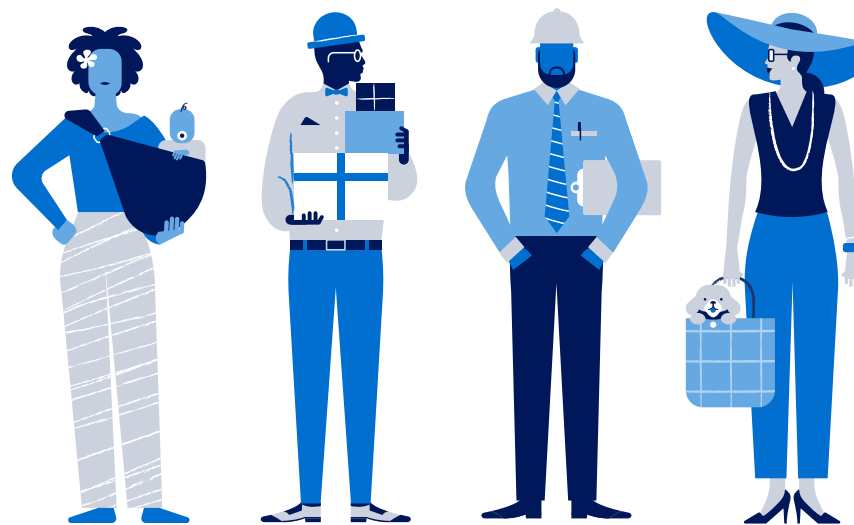
The Cast of Characters represents the customers we serve, including Card Members, merchants, employees, and business owners.

Characters are available for download from the Brand Site ([internal/external](#)). See [appendix](#) for Characters in the Illustration Library.

Brand colors, support colors, or the following tints of the brand color palette may be used for Characters:

- Deep Blue 20%
- Bright Blue 60%

New Characters may be created, following the guidance on the following pages.



### SYSTEM ELEMENTS – CHARACTERS

#### HOW TO MODIFY

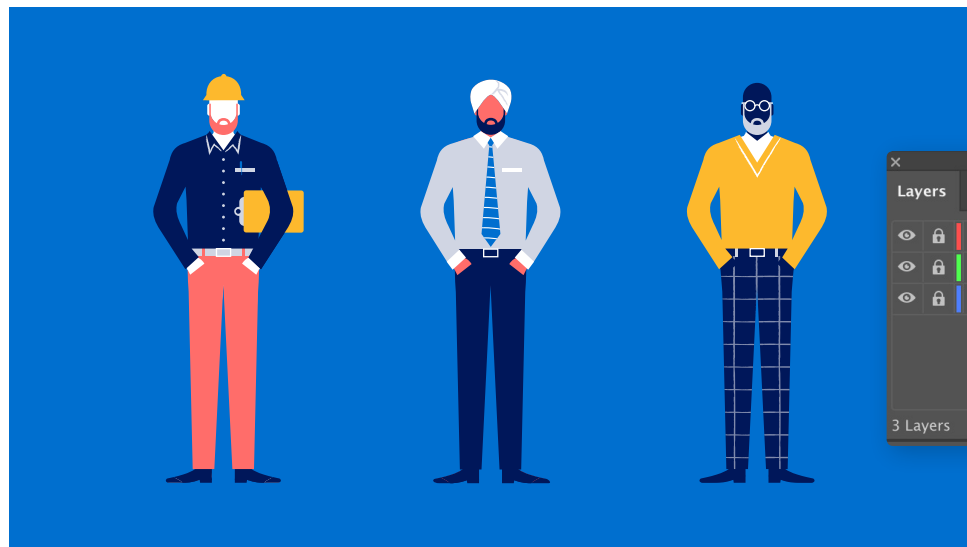
Always use the provided digital file available on the Brand Site ([internal/external](#)) as a starting point and modify the Characters as necessary.

If you don't see a Character that can be modified to suit your needs, contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com) about creating a new Character.

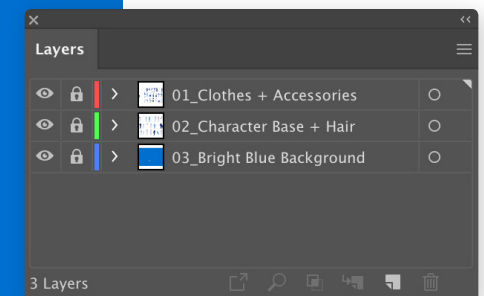
Just as in photography, we want to make sure we show a range of diversity in age, gender, and ethnicity. This can be achieved by altering hairstyles, skin colors, and clothing. Avoid depicting Characters or scenarios that highlight known stereotypes in culture, age, and gender roles, such as women shopping and men in business meetings.



Clothing, skin, hair, and accessories can easily be recolored, removed, or interchanged among the Characters.



Characters are separated into layers (Clothes + Accessories, Character Base + Hair) for ease of modifying and animating.



Tip: To retain these layers, use “Save As” or “Save a Copy” from the master Cast of Characters file and delete the Characters you won't be using.

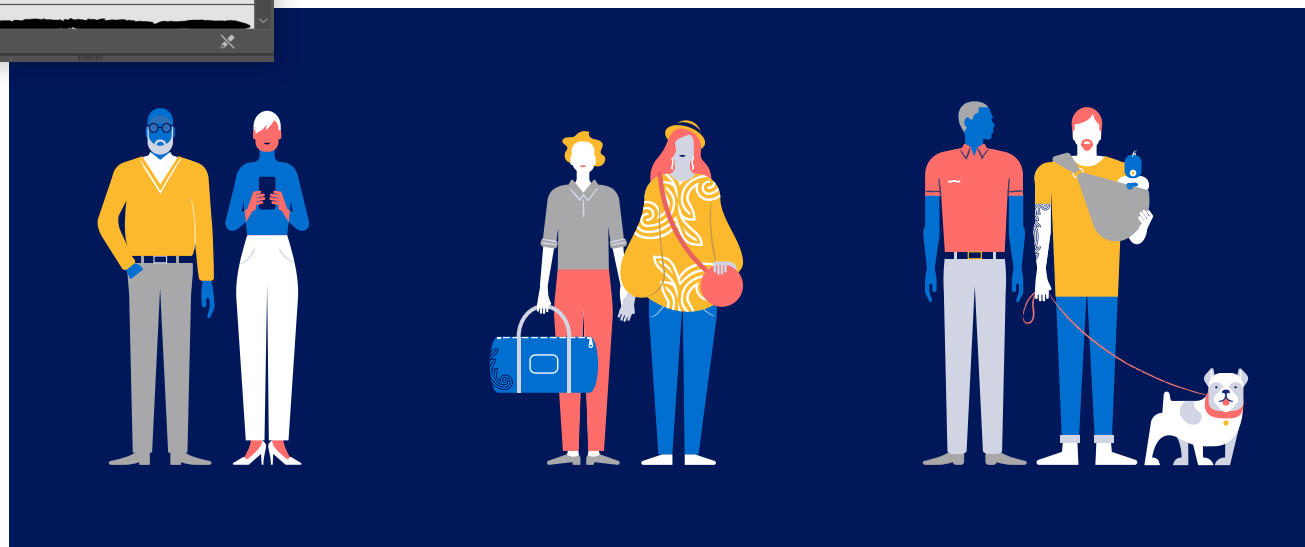
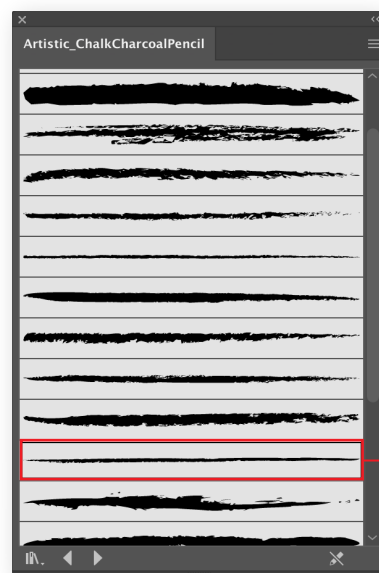
### SYSTEM ELEMENTS – CHARACTERS

#### HOW TO MODIFY

Characters can be shown from the front, in profile, as static, or in motion. They can be modified to be shorter or taller, allowing for a variety of body shapes to reflect diversity.

Show a range of social groups and family types to represent our wide range of customers.

A hand-drawn stroke is used for subtle details in accessories and clothing. If modifying, start with the master Cast of Characters file and use the Adobe Illustrator Artistic Brush “Charcoal Thin” pen tool, using a .5pt line weight.



### SYSTEM ELEMENTS – CHARACTERS

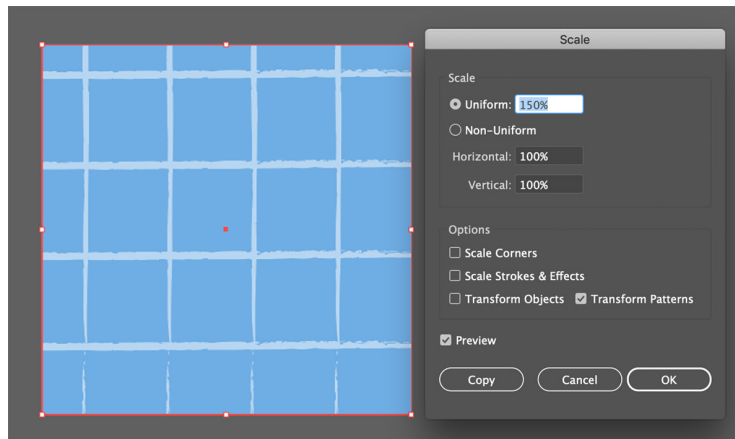
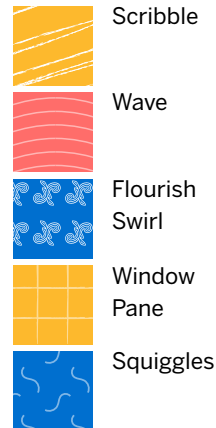
#### PATTERN FILLS

We've created six Adobe Illustrator pattern fill swatches derived from the brand's visual identity elements to add a more proprietary look to our illustrations.

The swatches shown on the right, downloadable from the Brand Site ([internal/external](#)), can be used to add texture and detail, allowing for customization of clothing and accessories on top of any color in the illustration palette.

Swatches can also be recolored, as long as they meet our required color ratios. Patterns should only appear at 100% or 50% transparency white. Do not create new patterns, and use only one area of pattern per Character.

#### CUSTOM PATTERN FILLS:



Pattern fills can be scaled in Adobe Illustrator by navigating the top menu bar, selecting Object > Transform > Scale. Once in the "Scale" dialogue box, make sure that "Transform Patterns" is the only checked box.

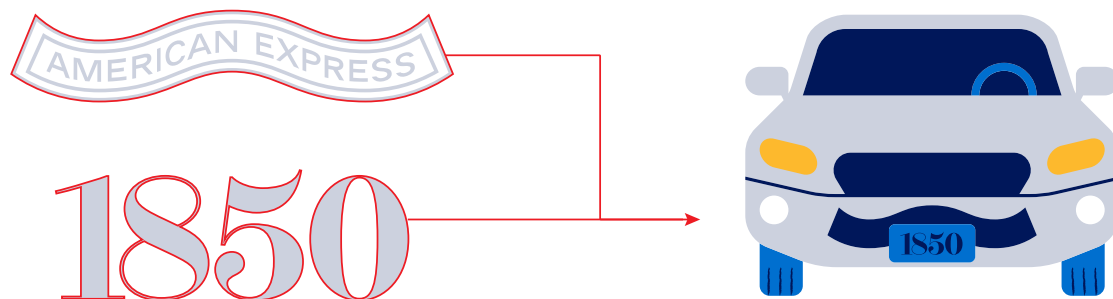
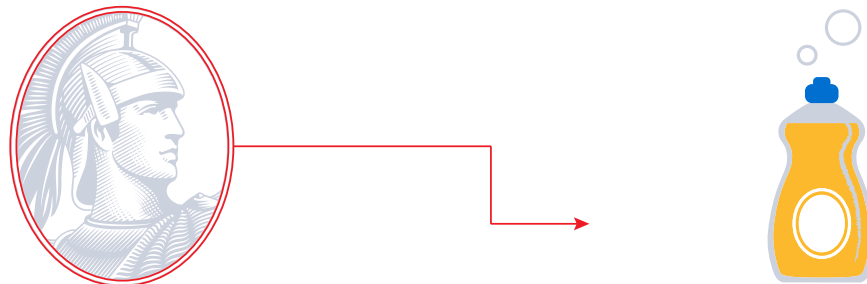


### HOW TO USE – INCORPORATING VISUAL ELEMENTS

American Express [visual elements](#) can be used within illustrations as design features, patterns, or watermarks. They should only appear in colors from the [brand color palette](#) or these tints:

- Deep Blue 20%
- Bright Blue 60%

See [optional visual elements](#) for additional guidance on using these elements.

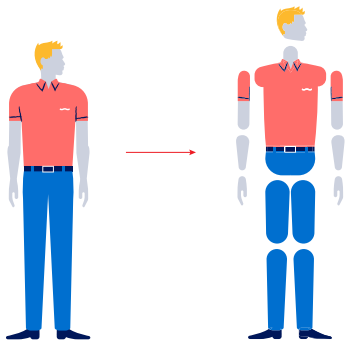




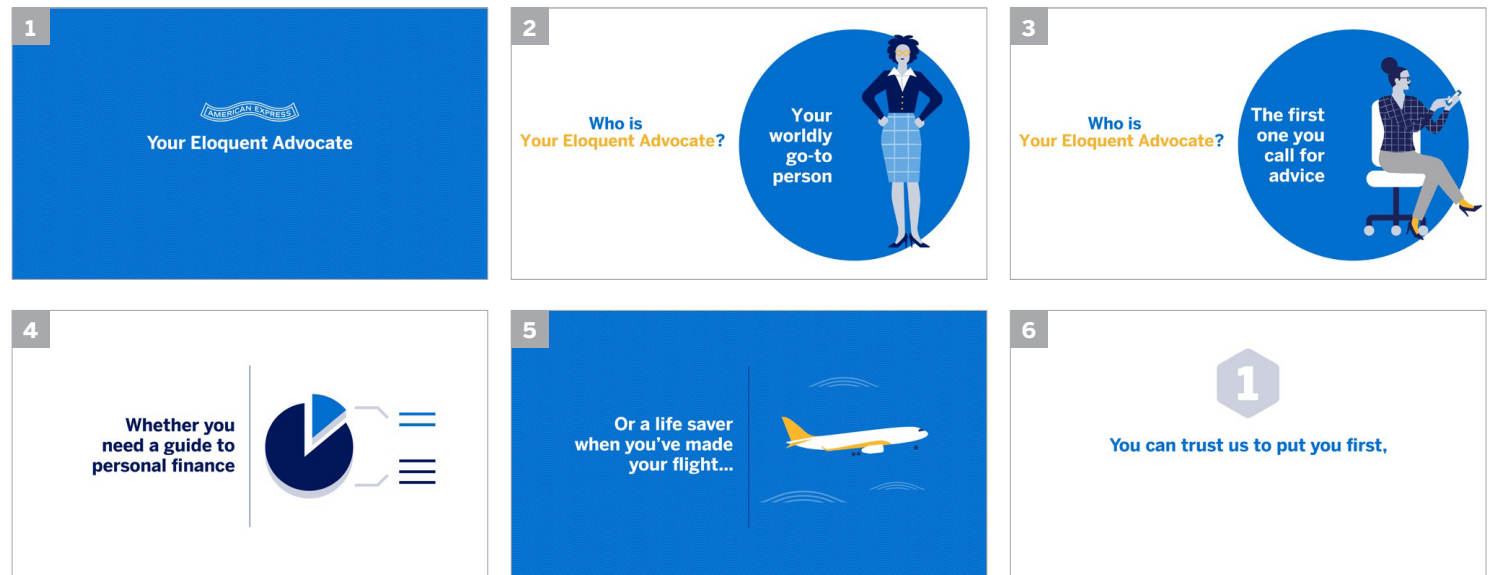
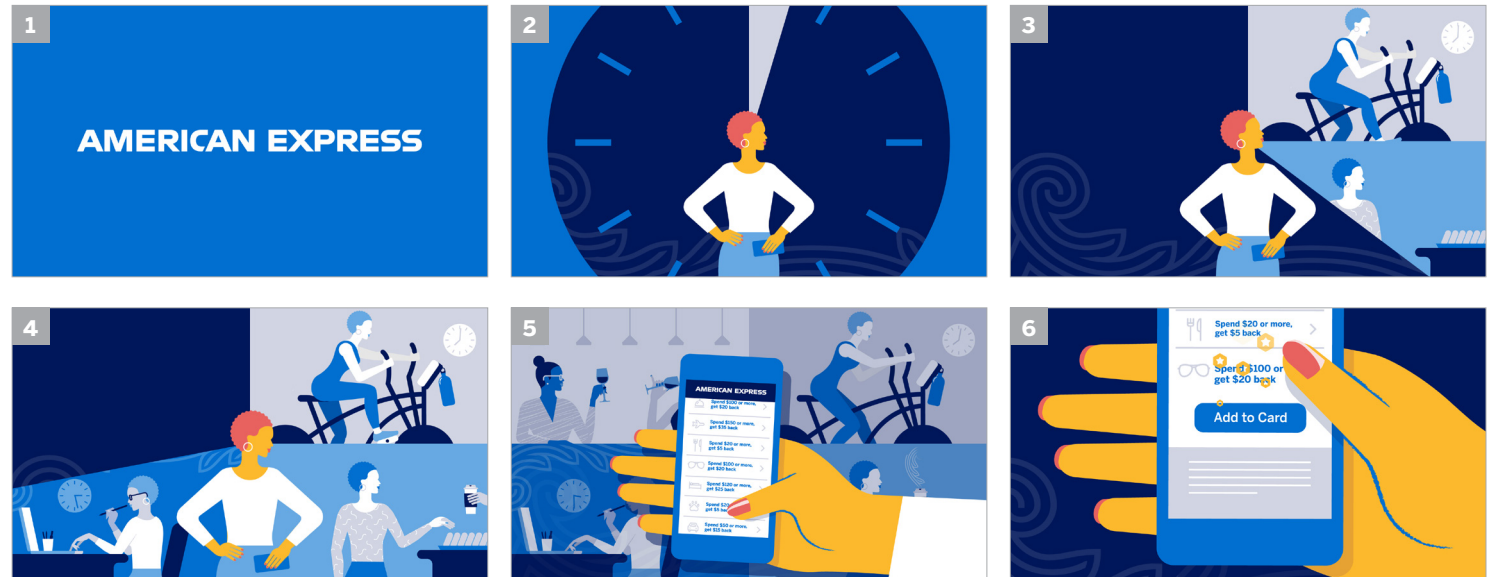
### HOW TO USE – ANIMATION

Characters and Objects can be animated. Make sure the animation style is smooth, avoiding movements such as bouncing, squashing, or stretching. Unnatural or jarring movements that look cartoonish can erode the premium feel of a video.

- Small movements focusing on details, like the nod of a head or tilt of a hand, can bring life to a scene and engage the viewer in subtle and sophisticated ways.
- Avoid animating full character movements, such as walking across a frame.
- To create a more dynamic animation, use camera effects – zooming and panning – to focus into a scene or create lateral movement across a scene.



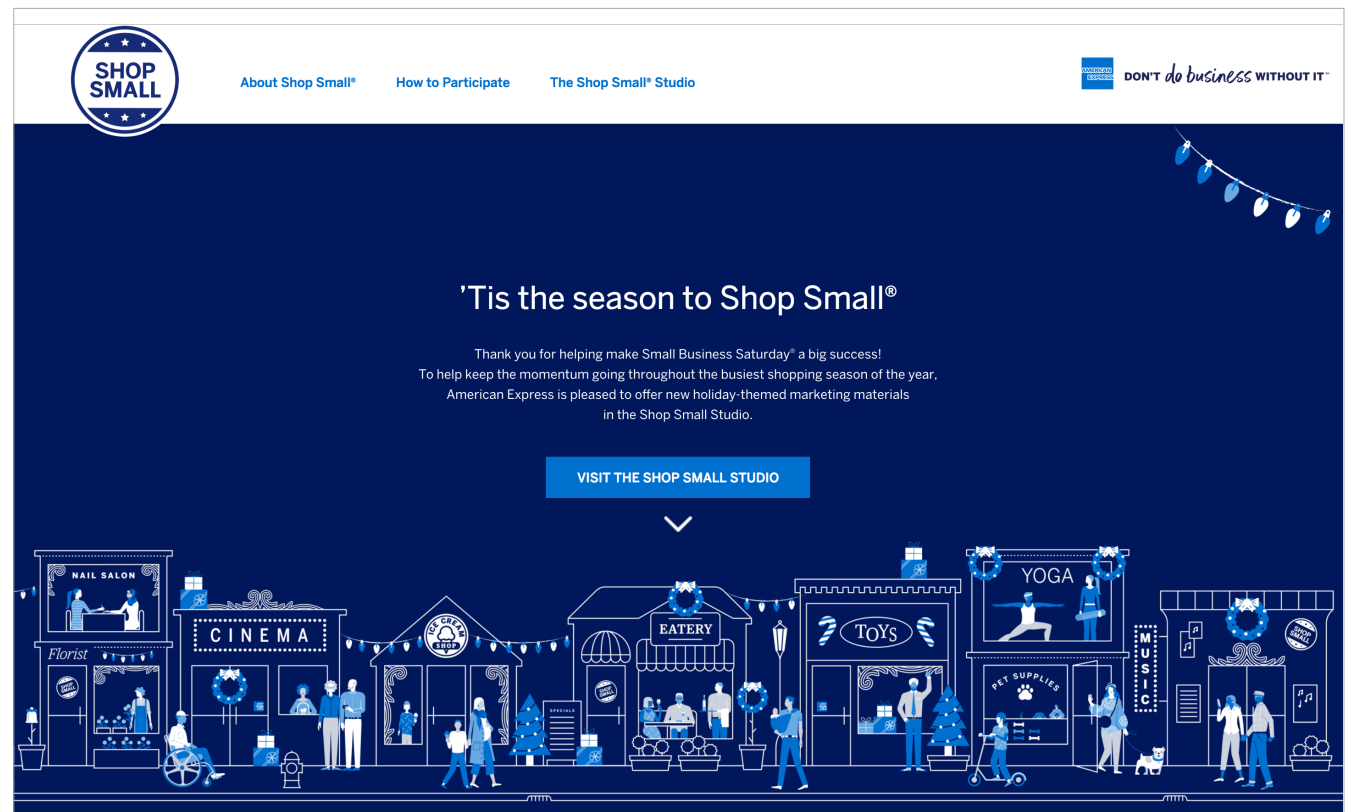
Limbs can be separated at the joints to easily add motion like bending arms or nodding heads.



### HOW TO USE – SHOP SMALL

Illustrations for Shop Small communications include Characters and Objects along with two additional elements – Townscapes and Vignettes – which may only be used in Shop Small marketing.

For complete Shop Small guidelines, please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

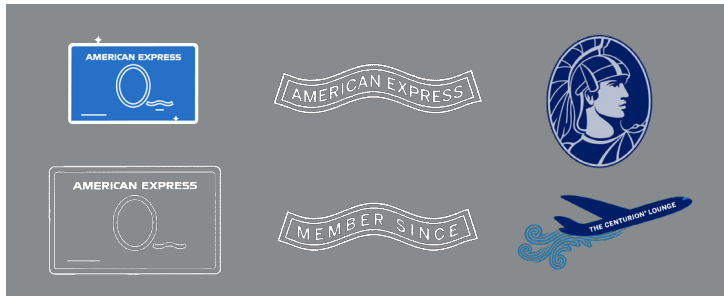


### HOW TO USE – ANIMATED GIFS, STICKERS, AND EMOJIS

Animated GIFs, stickers, and emojis are typically owned and copyright protected by their platforms, e.g., Apple, Samsung, and Facebook. We can only use them on their social media platforms if we don't include paid advertising in the post. For example, we can use an Instagram-provided GIF within our American Express Instagram post as long as it's not a paid post.

We have our own approved GIFs that are embedded in social platforms and the GIPHY keyboard. Since we own them, they can be added to both paid and unpaid posts within American Express social channels.

#### AMERICAN EXPRESS-OWNED ANIMATED GIFS



In addition to the GIFs above, we created and own a set of Shop Small GIFs, also available on social platforms and the GIPHY keyboard. Please refer to the Shop Small toolkit available on the Brand Site ([internal/external](#)).

Any GIFs that are not shown here or in the Shop Small toolkit are NOT owned by us, even if they appear on the GIPHY “American Express Channel.”

We can also create new animated GIFs, stickers, and emojis, but this must be done in collaboration with GABM. Please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

When using animated GIFs, stickers, and emojis

#### DO:

- Use them sparingly.



#### DON'T:

- Represent or replace a product name or words.
- Use symbols that are off-brand, for example, ghosts, skeletons, poop, throw-up face, etc.
- Use when they would not be appropriate to the tone of the conversation or look out of place.
- Use them within Chat.

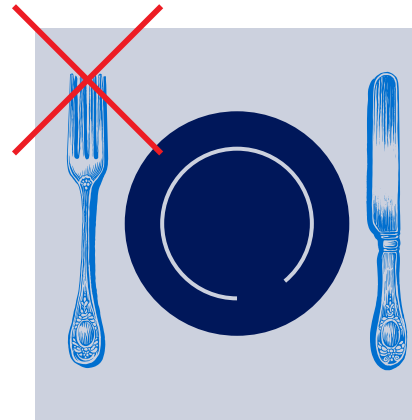
### ILLUSTRATION DON'TS



**Don't** combine illustration with photography.



**Don't** combine illustration with Card art.



**Don't** use other illustration styles.



**Don't** outline Characters.



**Don't** complicate illustrations with complex perspectives or viewpoints.



**Don't** add a nose, eyes, mouth, or eyebrows to Characters.



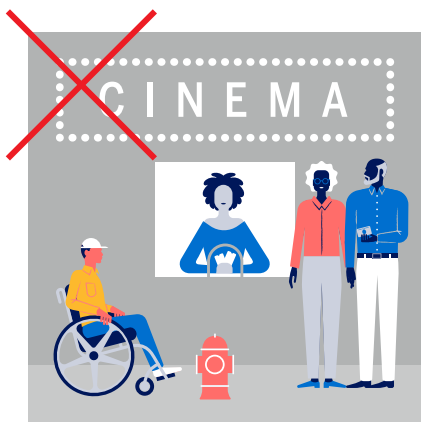
**Don't** use typefaces other than those from the American Express Visual Identity (Benton Sans and Guardian).



**Don't** move elements out of register.



### ILLUSTRATION DON'TS (CONTINUED)



**Don't** exaggerate the scale of Characters.



**Don't** include trademarked landmarks in illustrations.



**Don't** use any colors or tints other than what's been specified in this guideline.



**Don't** use more than six colors in an individual illustration.



**Don't** use the Relationship Device with illustration.



**Don't** mix and match patterns or create new patterns. Use only one area of pattern per Character and avoid excessive use within couples or groups.

# III.VIDEO AND SOUND

## Video (to come)

## Sonic Style

OVERVIEW

CORE ASSETS

NAVIGATION SOUNDS

MUSIC CATALOG

SPOKEN VOICE (TO COME)

SONIC LIBRARY

CURATED MUSIC

DO'S AND DON'TS

Click on items to go directly  
to that page





Video - coming soon



# Sonic Identity

OVERVIEW

CORE ASSETS

NAVIGATION SOUNDS

MUSIC CATALOG

SPOKEN VOICE (TO COME)

SONIC LIBRARY

CURATED MUSIC

DO'S AND DON'TS

Click on items to go directly  
to that page



### OVERVIEW

---

Our sonic identity gives us a consistent way to express our brand identity through sound. Along with our visual and voice guidelines, these guidelines help ensure that we show up as one company, globally, with a unified sound so that all of our audiences will not only experience and see but also hear what we stand for.

#### THE AMERICAN EXPRESS SONIC IDENTITY SYSTEM IS:

### ICONIC

Stands out from the crowd and resonates with our customers

### SCALABLE

Should be leveraged across markets, channels and business units

### FLEXIBLE

Builds equity and evolves with the brand over time

#### OUR SONIC PLATFORM IS A SONIC TRANSLATION OF OUR GLOBAL BRAND STRATEGY.

#### IT REINFORCES CORE ATTRIBUTES OF OUR BRAND IDENTITY - STRENGTH, OPTIMISM, MOMENTUM, AND TRUST. IT IS:

### GROUNDING AND SECURE

Evokes security and stability through a confident build and growth in energy. It is not bombastic or aggressive.

### CULTURALLY CONNECTED

Rooted in culture with textures that feel both human and timeless. It does not feel like corporate music.

#### OUR SONIC SYSTEM HAS THESE CORE ASSETS:

**Anthem** – long-form musical hero of our brand's sonic identity.

**Logo** – short-form expression of our brand's sonic identity.

**Pay Sound** – shorter-form interpretation of our sonic logo, optimized to be heard at any touch point where a customer uses their Card.

**Access Sound** – signals a benefit moment versus a transactional one.

#### THE SYSTEM IS COMPOSED OF THESE ELEMENTS:

**Brand Navigation Sounds** – in addition to our Pay and Access sounds, we have several other sounds to help guide our audiences intuitively through experiences

**Music Catalog** – our own multi-genre branded tracks inspired by our anthem to reflect our brand sound

**Sonic Library** – our collection of original music, including the anthem, the logo, our brand navigation sounds, and our music catalog all in one place on the Brand Site ([internal](#)/[external](#))

If the library doesn't have a sound that will work for your marketing, you can curate music using [these guidelines](#)

The following pages describe each element.

## CORE ASSETS

These sounds are essential for our brand identity and should not be replaced with non branded sounds.

### SONIC ANTHEM

**A custom musical portrait that tells our brand story.**

**The full-length foundational centerpiece of our sonic identity.**

Think of it as the national anthem of American Express – a piece that facilitates a connection between our audiences and our brand. It embodies the brand's story and personality in a way that it could not be any other brand, and it becomes the anchor for all of the brand's sonic expression.

#### HOW/WHEN TO USE

- ✓ For key announcements, events, brand-level internal/external communications or other overarching brand-level use cases.

### SONIC LOGO

**The short-form expression of our brand's sonic identity.**

Analogous to the Blue Box Logo, the Sonic Logo is derived from our anthem and serves as an audio brand signature to help audiences recognize us instantly, even when they can't see us.

#### HOW/WHEN TO USE

- ✓ With the visual logo to reinforce our brand in communications.
- ✓ As a welcome, a goodbye, or in place of the visual logo if it can't be present.

### PAY SOUND

**A shorter-form reinterpretation of our sonic logo.**

Optimized to be heard globally across payment platforms, terminals, our mobile application, and any other touchpoint where a customer is using American Express to make a payment.

#### HOW/WHEN TO USE

- ✓ Any moment when a Card Member would be using an American Express Card to pay, e.g., at in-person terminals or for online or voice transactions.

### ACCESS SOUND

**A shorter-form reinterpretation of our sonic logo.**

The American Express Access Sound brings joy and optimism to moments when a Card Member receives a benefit. While similar to the Pay Sound, the Access Sound should be used to signal a benefit moment as opposed to a transactional one.

#### HOW/WHEN TO USE

- ✓ Any moment when a customer receives a benefit – whether it's access to an experience or lounge, unlocking a benefit, or using points.

### NAVIGATION SOUNDS

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American Express Brand Navigation Sounds help guide our audiences intuitively through experiences.

They allow for consistent expression of our sonic platform across customer interactions with digital platforms, apps and products.

In addition to **Pay** and **Access** sounds, which are core assets of our sonic identity, we have these Brand Navigation Sounds:

**Confirm:** Signals “Task Complete”

**Alert:** Signals “Attention Required”

**Null:** Signals “Try Again” or “Didn’t Go Through”

The selection of navigation sounds will grow as our sonic brand evolves.

### MUSIC CATALOG

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**The American Express Music Catalog is a collection of original, multi-genre music, which includes eleven different custom tracks.**

This resource is designed to fit a variety of use cases based on the tone you’d like to create – from slow-tempo and easeful video underscores and ambiances to high-energy and energetic event walk-on music, playlists, etc.

We produced these tracks to cover a range of emotional need states. If you don’t see what you need in the Music Catalog, contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com) to discuss creating a new custom track.

The Music Catalog is available on the Brand Site ([internal](#)/[external](#)).



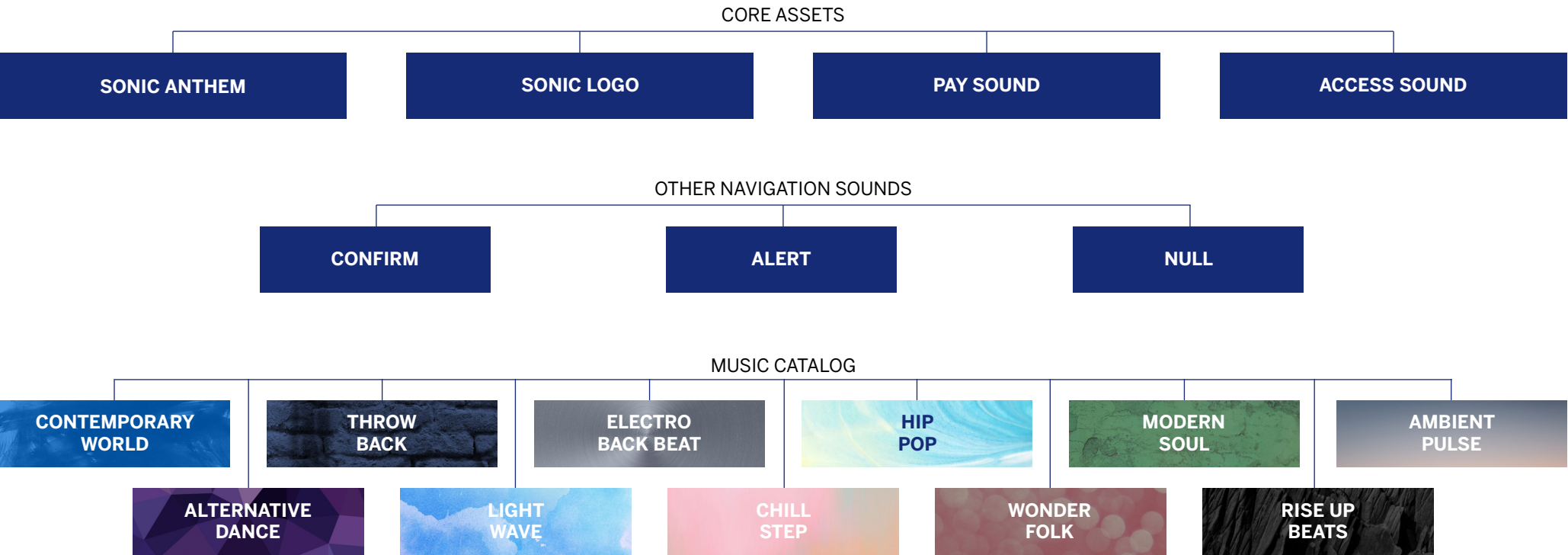
#### **SPOKEN VOICE**

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Guidelines to come.

**SONIC LIBRARY**

Please visit the Brand Site ([internal](#)/[external](#)) to access the library. Each sound is provided in multiple formats and lengths.



If you don't see what you need in the Sonic Library, have questions, or need help with curated music, please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

### CURATING MUSIC

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**If our Sonic Library does not have what you need, you may select music using these guidelines.**

**Please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com) for more guidance.**

Choose tracks that:

#### HAVE WHITE SPACE

For American Express, simplicity and white space translate to confidence. Avoid overlayed or hyper-synthesized production that can feel overcompensating.

#### FEEL CULTURALLY CONNECTED

As a brand, American Express is plugged into contemporary culture. When choosing music, look for tracks that feel soulful, diverse, and eclectic.

#### TELL A STORY

It can sometimes be easy for a track to lack significant emotional weight. Your curated music should tell distinct, dramatic stories and take the listener on a journey. Listen for builds (crescendos) and creative use of rhythm. Think about the way our brand anthem builds and releases tension. Avoid one dimensional pieces.

Music can convey emotions to reflect our brand. Consider which attributes of our sonic identity you want to emphasize with the music you choose:

#### TO DIAL UP STRENGTH

Use confident beats and upbeat melodies. You can lean into contemporary hip-hop or pop for raw strength and grit.

#### TO DIAL UP OPTIMISM

Look for tracks that make you relax and feel joy but that still have a subtle underlying propulsion. Use surprising instrumental and percussion elements, as in indie and folk pop, and simple, soulful gospel melodies like contemporary R&B, and neo soul.

#### TO DIAL UP MOMENTUM

Don't go overboard on synthetic feel or too many layers. Make use of driving kick drums and dance grooves. Momentum is about keeping you moving forward with energy and focus as in dance, four-on-the-floor, and synth pop music.

#### TO DIAL UP TRUST

Blend organic and natural musical instruments with subtle processing, as in chillwave and folktronica. Choose songs that build and release tension and take listeners on an emotional journey, as in modern soul.

#### **DO'S AND DON'TS**

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##### **DO:**

- ✓ Always consider use cases for sound – when there is an opportunity, leverage our assets or use the curation guidelines to create an on-brand sound.
- ✓ Use our brand's sounds whenever possible.
- ✓ Ensure volume is appropriate to the environment and aligned to the volume of any other music or voiceover.
- ✓ Allow for full logo and navigation sounds to be heard without interruption.
- ✓ When marketing with other brands, use our sound only if the marketing is from us. When it's the other brand's marketing, use our sound only when our brand is shown or mentioned.

##### **DON'T:**

- ✗ Replace any of our core assets with other sounds.
- ✗ Use voiceover on top of the logo.
- ✗ Overdub additional instruments, modify or remix any of our sounds or music.
- ✗ Alter the speed.
- ✗ Use the pay sound for anything other than its intended use, so as not to confuse the customer.

# IV. TONE OF VOICE

## Overview

### Our Tone

WE UNDERSTAND YOU

WE RESPECT YOU

WE BACK YOU

KNOW/FEEL/DO

## Our Voice In Action

PLATINUM CARD EMAIL

CASH MAGNET CARD PROMOTION

BUSINESS TO BUSINESS

PAY OVER TIME

MEMBERSHIP REWARDS  
POINT UPDATE

DELIVERING BAD NEWS

## Our Social Side

ON TWITTER

ON INSTAGRAM

ON FACEBOOK

## Summary

YOUR ELOQUENT ADVOCATE  
ON A PAGE

CHECKLIST

Click on items to go directly  
to that page



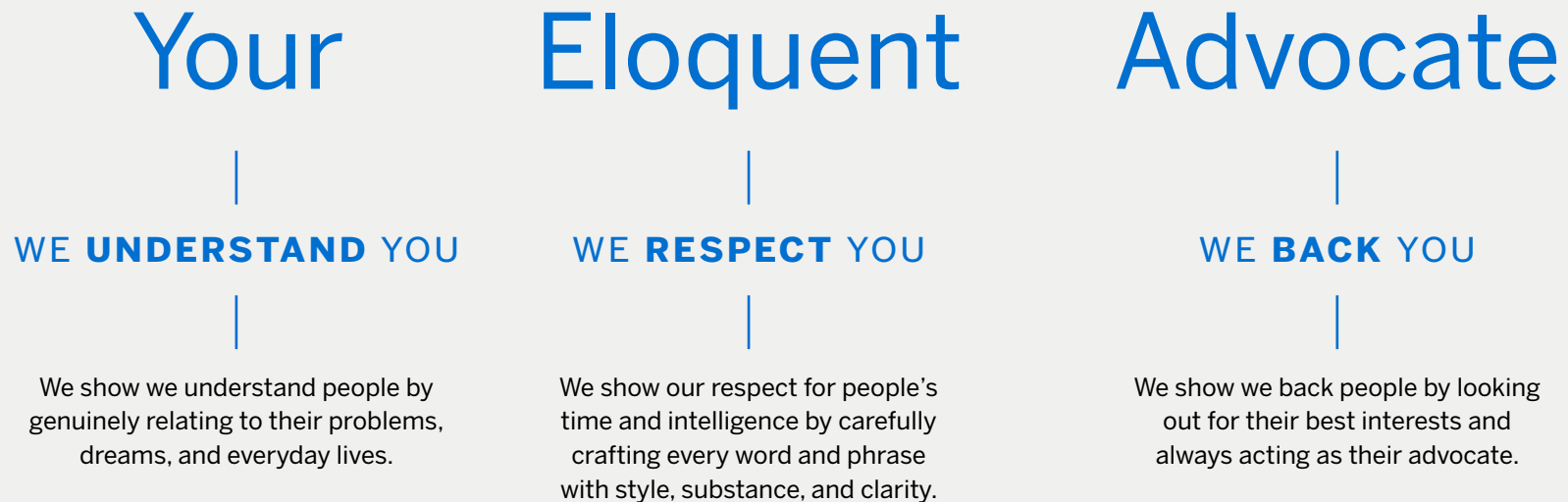
**OVERVIEW**

Just like our signature blue or our strategy, **our voice is part of who we are as a brand**. It guides the way we communicate and brings our brand strategy to life in everything we write and say.

One voice across our brand allows us to sound consistent, polished, and distinct. So no matter the piece or place, when someone reads what we write, they'll know it's from American Express.

Our brand voice is summed up in a simple persona – **YOUR ELOQUENT ADVOCATE**. This is a role that works wherever we go, so we can adapt across audiences and across the globe.

Each part of our voice persona directly connects to one of our brand behaviors. The three behaviors – we understand you, we back you, and we respect you – give us practical actions we can take in our writing, so we can make our persona come to life.





**WHAT DOES IT MEAN WHEN WE SAY “WE UNDERSTAND YOU”?**

We truly know you, your world, and life’s many intricacies.

**HOW WE SHOW “WE UNDERSTAND YOU” IN OUR WRITING**

- We sprinkle in relatable moments and personal details to show we get what makes you tick. The more specific it is, the more real it feels – so instead of “a cocktail”, make it “a Negroni”. But don’t add in anything that feels too personal. Stick to things they’d expect us to know, like how many years they’ve been a customer.
- We balance the thrill of life’s excitements with the realities of everyday life. Our version of everyday is just a bit aspirational, so instead of a “subway delay”, make it a “flight delay”.
- And we move beyond products, services, points, and features to bring to light the benefits that matter most to you. Forget the obvious, so instead of “more miles”, try “that gyro just brought you closer to the Parthenon”. But remember to tweak the details when you travel. For instance, “gyro” isn’t common in the UK. So that could change to, “That kebab just brought you closer to the Grand Bazaar”.
- Because when we really know you, we can really help you move forward.

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

**DO:**

- ✓ Call them by their first name (in appropriate regions).
- ✓ Write with one person in mind – it helps you get specific.
- ✓ Reference our relationship through details like numbers of points, miles, and years they’ve been a member.
- ✓ Celebrate personal milestones.
- ✓ Bring in small benefits and perks, along with big ones.
- ✓ Use meaningful examples and references they can relate to.
- ✓ Respect cultural customs.
- ✓ Find places to add in some light wit or a clever remark to make a connection with readers.

**DON’T:**

- ✗ Lead with points or numbers.
- ✗ Bring in personal details that feel too private, like spending habits or current location.
- ✗ Repeat the same words and phrases too often.
- ✗ Use examples that take “exciting” to irresponsible – a flight to Bali is okay, a one-way flight to Bali isn’t.
- ✗ Make aspirational moments feel unattainable – first class works, a private jet doesn’t.
- ✗ Be clingy when it comes to our relationship – saying “thank you” is good, saying “we love you” is too much.

**WHAT DOES IT MEAN TO BE ELOQUENT?**

**Eloquence is the ability to use language clearly and effectively to show feeling or meaning.** It is about choosing precisely the right words to express a message, idea, or feeling. That means pushing beyond the ordinary. So take the time to craft your words to illustrate your point in a way that's both interesting and exact.

**ELOQUENCE IS ABOUT BEING:**

- ✓ Precise
- ✓ Clear
- ✓ Articulate
- ✓ Meaningful
- ✓ Smooth
- ✓ Fluid
- ✓ Vivid
- ✓ Emotive
- ✓ Intelligent
- ✓ Elevated
- ✓ Evocative
- ✓ Effective
- ✓ Substantial
- ✓ Stylish
- ✓ Expressive
- ✓ Persuasive
- ✓ Moving
- ✓ Fluent
- ✓ Artful
- ✓ Clever
- ✓ Potent
- ✓ Illustrative
- ✓ Well-Crafted
- ✓ Thoughtful

**ELOQUENCE ISN'T ABOUT BEING:**

- ✗ Lofty
- ✗ Fancy
- ✗ Academic
- ✗ Loquacious
- ✗ Decorative
- ✗ Complicated
- ✗ Exclusive
- ✗ Arrogant
- ✗ Stuffy
- ✗ Self-Important
- ✗ Formal
- ✗ Verbose
- ✗ Haughty
- ✗ Erudite
- ✗ Elitist
- ✗ Dramatic
- ✗ Bookish
- ✗ Intricate
- ✗ Highbrow
- ✗ Elaborate
- ✗ Glib
- ✗ Showy
- ✗ Snobbish
- ✗ Classist

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

**TRY THIS:**

- ✓ Find your five-star resort or your new favorite bed & breakfast.

**INSTEAD OF THIS:**

- ✗ Go ahead and search our wide range of hotels and resort accommodations to find the best one for your upcoming stay.

**TRY THIS:**

- ✓ Filling up your car every week might just take you further than you think.

**INSTEAD OF THIS:**

- ✗ When you make purchases at gas stations, you'll earn even more reward miles. So you can go even more places.

**WHAT DOES IT MEAN WHEN WE SAY, “WE RESPECT YOU”?**

We choose our words so you know we value your time and intelligence.

**HOW WE SHOW “WE RESPECT YOU” IN OUR WRITING**

- We craft each line so it says precisely what we mean, and use language with substance and style. Choose words that are a step above the everyday – so instead of “unique and just for you”, say “custom”.
- We balance short and longer sentences to create a rhythm that keeps you reading. If a sentence takes two breathes, it’s too long. But too many short sentences feels choppy. So try a mix.
- And we choose language that feels fluid, illustrative and emotive, for a hint of smooth sophistication. Go for soft, fluid sounds over hard, explosive ones so, instead of “pick that”, say “choose this”.
- Because we know it’s only worth writing if you feel it’s worth reading.

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

**STEP UP THE SPECIFICS**

- When we try to use examples that apply to everyone, we end up getting no one’s attention. The more illustrative and emotive, the better. So put yourself in the reader’s shoes, and sprinkle in some telling details that make our benefits sing.

**DO:**

- ✓ Push beyond the first idea or wording that comes to you.
- ✓ Paint a picture to bring readers in.
- ✓ Put your main point first so they can find what they need.
- ✓ Craft sentences carefully – make sure each word and phrase serves a purpose.
- ✓ Pepper in words that are interesting and go beyond the basic.
- ✓ Bring warmth to your intelligence.
- ✓ Keep it short and sweet to respect their time.

**TRY THIS:**

- ✓ Get a free massage before your ten-hour flight.
- ✓ A Card that works for buying toner – or team drinks.
- ✓ That tiramisu comes with two times the points.

**DON’T:**

- ✗ Turn intelligence into arrogance.
- ✗ Use overly complicated vocabulary.
- ✗ Use conventional phrases and terms or industry clichés (like, “more points with every purchase”).
- ✗ Add adjectives and adverbs that don’t add substance or style.
- ✗ Make your longer sentences too long. (Under thirty words is good.)
- ✗ Go to your thesaurus too often – we don’t need surprising synonyms for every word.
- ✗ Be chatty or overly colloquial.

**INSTEAD OF THIS:**

- ✗ Gain access to the perks of airline lounges.
- ✗ A Card that fits your business needs.
- ✗ Get 2X more points at restaurants.

**WHAT DOES IT MEAN WHEN WE SAY, “WE BACK YOU”?**

We’re behind you all the way, to help you thrive in every part of your life.

**HOW WE SHOW “WE BACK YOU” IN OUR WRITING**

- We put you first and always consider what you need in the moment. We want to put the spotlight on the reader, so focus on the “you” more than the “we”.
- We offer useful pointers, address issues, and point to possibilities – both with us and in the world. Offer advice like a friend, so instead of “the best hotel”, say “hotels we love”.
- We use sure statements and deliberate repetition within a piece, so that even our sentences are driving you forward.
- We use stylistic and structural repetition to make a piece feel purposefully crafted. So try starting subheads and sentences with the same phrase, or even use alliteration.
- Because we have your back, and we want that to come through in everything we say.

**DO:**

- ✓ Lead with the “you” – focus on what’s in it for your audience.
- ✓ When we do talk about ourselves, use “we” and “us” instead of “American Express”.
- ✓ Get ahead of their problems, questions, and needs.
- ✓ Focus on the positive, even when dealing with a problem.
- ✓ Offer suggestions that go beyond the world of American Express. Along with a hotel suggestion, make a sightseeing suggestion.
- ✓ Use alliteration and repetition in spots you’d like to highlight.
- ✓ Bring in repetition and rhythm to create pace and keep people reading.
- ✓ Show the many ways we have their back, instead of just telling them we do.

**DON’T:**

- ✗ Let American Express take the lead over the customer.
- ✗ Overdo repetition or alliteration – it’s a nice touch, not a necessity.
- ✗ Overpromise in any way.
- ✗ Be insincere or inauthentic.
- ✗ Use exclamation points as a stand-in for positivity.
- ✗ Just say “we back you” or “powerful backing” – help people feel it.
- ✗ Forget to back up our backing – always have proof points that show how we back you.

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

**WHAT DOES IT MEAN WHEN WE SAY, “WE BACK YOU”? (CONTINUED)**

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**SHOW, DON'T TELL**

Backing is an important piece of our brand and our business. But we don't just want to tell people we back them. We want to bring backing into everything we do, from our customer-first attitude to a strong style of writing that drives people forward.

**HERE'S WHAT YOU WANT PEOPLE TO KNOW**

- We back you.

**HERE'S HOW YOU MIGHT SHOW IT**

- We're always here, whether it's the middle of the night or a particularly rushed morning.
- Visiting New York? Here are some bright spots off the beaten path.
- For a small business, a Corporate Card is a big choice. We'll help you find the right fit for you.
- We spotted some unusual spending on your account.
- Get points when you buy ingredients for gumbo. And use them when it's more of a GrubHub kind of day.\*
- Need a last minute flight? We're ready with your window seat.
- We'll chip in on that next Uber – with a \$15 credit every month.

\* This refers to a US specific offer for a food delivery app.

Your	Eloquent	<b>Advocate</b>
We Understand You	We Respect You	We <b>Back</b> You

### KNOW/FEEL/DO

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#### GET TO KNOW KNOW/FEEL/DO.

To understand our audience, we have to think like them – and about what they need in any given communication. Luckily, there's a planning tool to help us do just that.

It's called Know/Feel/Do, and it's really just three questions:

- **WHAT DO YOU WANT THEM TO KNOW?**

Your “know” will be things like who, what, when, where, and why.

- **HOW DO YOU WANT THEM TO FEEL?**

Your “feel” could be anything from “inspired” to “prepared” – just make sure it's true to the content.

- **WHAT DO THEY NEED TO DO?**

Sometimes there's no “do” – other times you'll want people to click links, read on, or use a product.

#### So you know:

- Answering those three questions helps us think like readers, instead of writers.
- Use it to get a better brief, organize a piece, find your main point, or even to gut check a draft.
- Most of all? It will help you understand who you're talking to.



**PLATINUM CARD EMAIL**

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**INSTEAD OF THIS:****Subject line:**

Susan, Congratulations! Get Exciting Benefits When You Upgrade to The Platinum Card

**Headline:**

Open your world up with Platinum Experience the power of the Platinum Card

**Body:**

Hello, Susan

Congratulations Susan! You're invited to request an upgrade to The Platinum Card® from American Express.

From valuable travel rewards to best-in-class service, there's never been a better reason to experience the power of Platinum. When you add up all the premium benefits and services, we think you'll find that the \$550 annual fee quickly pays for itself. Platinum level perks, points, and help from us. So we hope you make it your Card, too.

**TRY THIS:****Subject line:**

Make the Platinum Card your Platinum Card

**Headline:**

For everyday life and life's big thrills, The Platinum Card is fit for you

**Body:**

Hi Susan,

You've been our member for 15 years now. You've flown 24,456 miles, travelled everywhere from Cape Town to Kyoto, and collected thousands of points, hotel shampoos, and stories along the way.

Now, we want to help you do even more. So we're inviting you to upgrade to our Platinum Card.

Platinum works the way you do. For a \$550 annual fee, you can make the most of every trip - whether you're booking a first-class flight overseas or just grabbing an Uber on your morning commute. Our Card brings you Platinum level perks, points, and help from us. So we hope you make it your Card, too.

**So you know:** These examples are here to help you step into our persona, but you'll need to go through the usual approval process for your own writing.

**PLATINUM CARD EMAIL****HOW WE SHOW WE UNDERSTAND YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

**Subject line:**

Make the Platinum Card your Platinum Card

**Headline:**

**For everyday life and life's big thrills**, The Platinum Card is fit for you

**Body:**

Hi Susan,

You've been our member for **15 years** now. You've flown **24,456 miles**, travelled everywhere from **Cape Town to Kyoto**, and collected thousands of points, **hotel shampoos, and stories** along the way.

Now, we want to help you do even more. So we're inviting you to upgrade to our Platinum Card.

Platinum works the way you do. For a \$550 annual fee, you can make the most of every trip - **whether you're booking a first-class flight overseas or just grabbing an Uber on your morning commute**. Our Card brings you Platinum level perks, points, and help from us. So we hope you make it your Card, too.

We acknowledge the big and small moments.

We pepper in personal details that nod to our relationship.

We push beyond the obvious benefit, so "hotel shampoos" rather than "hotel stays" and "stories" instead of "rewards".

We translate the benefit into experiences, both everyday (an Uber ride) and aspirational (a first-class flight).

**PLATINUM CARD EMAIL****HOW WE SHOW WE RESPECT YOU**

Your	<b>Eloquent</b>	Advocate
We Understand You	We <b>Respect</b> You	We Back You

**Subject line:**

Make the Platinum Card your Platinum Card

**Headline:**

For everyday life and life's big **thrills**, The Platinum Card is fit for you

**Body:**

Hi Susan,

You've been our member for 15 years now. **You've flown 24,456 miles, travelled everywhere from Cape Town to Kyoto, and collected thousands of points, hotel shampoos, and stories along the way.**

Now, we want to help you do even more. So we're inviting you to upgrade to our Platinum Card.

Platinum works the way you do. For a \$550 annual fee, you can make the most of every trip - whether you're booking a first-class flight overseas or just grabbing an Uber on your morning commute. **Our Card brings you Platinum level perks, points, and help from us.** So we hope you make it your Card, too.

• We choose emotive words like "thrills".

• We bring in longer sentences that have sets of three as another way to balance pace and fluidity.

• We more clearly spell out the benefits of our products.

**PLATINUM CARD EMAIL****HOW WE SHOW WE BACK YOU**

Your	Eloquent	<b>Advocate</b>
We Understand You	We Respect You	We <b>Back</b> You

**Subject line:**

Make the Platinum Card your Platinum Card

**Headline:**

For everyday life and life's big thrills, The Platinum Card is fit for you

**Body:**

Hi Susan,

You've been our member for 15 years now. You've flown 24,456 miles, travelled everywhere from Cape Town to Kyoto, and collected thousands of points, hotel shampoos, and stories along the way.

Now, we want to help you do even more. So we're inviting you to upgrade to our Platinum Card.

Platinum works the way you do. For a \$550 annual fee, you can make the most of every trip - whether you're booking a first-class flight overseas or just grabbing an Uber on your morning commute. Our Card brings you Platinum level perks, points, and help from us. So we hope you make it your Card, too.

We offer an opportunity.

We show we back you – we don't just say it.

We put the reader first (and last).

**CASH MAGNET CARD PROMOTION****INSTEAD OF THIS:****The American Express Cash Magnet Card**

Unlimited 1.5% cash back is only the beginning...

**Earn Unlimited 1.5% Cash Back Everywhere**

You'll earn cash back on every purchase - from morning coffee to lunch with friends or even your next vacation.

**Cash Back Redemption**

Cash back is received in the form of Reward Dollars that can be easily redeemed for statement credits, gift cards, or merchandise.

**Enjoy all of the benefits of your new American Express Magnet Card**

To find everything you need to know about your new benefits, access, and rewards visit [cashmagnet.americanexpress.com](https://cashmagnet.americanexpress.com)

**TRY THIS:****Would you like some cash back with your croissant?**

With the American Express Cash Magnet Card, you'll get the cash back you want, without the annual fee.

**Buy what you usually do and get 1.5% cash back.**

Catch up with a friend over coffee, or catch that last minute red-eye. You'll get cash back on both. Which can add up to a few extra cups of café au lait.

**You can use rewards dollars on your bill or on yourself.**

You'll receive your cash back in rewards dollars, which work in a few ways: you can use them toward your monthly bill, save them up, redeem them for gift cards, or even actual merchandise. Might we suggest an espresso machine?

It's up to you.

All you have to do is begin: [cashmagnet.americanexpress.com](https://cashmagnet.americanexpress.com).

**So you know:** These examples are here to help you step into our persona, but you'll need to go through the usual approval process for your own writing.

**CASH MAGNET CARD PROMOTION****HOW WE SHOW WE UNDERSTAND YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

We use more specific real life examples that feel everyday, but aspirational, too.

We use repetition to keep the reader moving, through both words and alliteration.

We show we understand how people use these dollars. We offer a friendly suggestion.

We make reference to the same example, creating the sense that we understand this hypothetical person and their interests.

We make it all about what the customer wants.

**Would you like some cash back with your croissant?**

With the American Express Cash Magnet Card, you'll get the cash back you want, without the annual fee.

**Buy what you usually do and get 1.5% cash back.**

[Catch](#) up with a friend over coffee, or [catch that last minute red-eye](#). You'll get cash back on both. Which can add up to [a few extra cups of café au lait](#).

**You can use rewards dollars on your bill or on yourself.**

You'll receive your cash back in rewards dollars, which work in a few ways: you can use them toward your monthly bill, save them up, redeem them for gift cards, or even actual merchandise. Might we suggest an [espresso machine](#)?

[It's up to you.](#)

All you have to do is begin: [cashmagnet.americanexpress.com](https://cashmagnet.americanexpress.com).



**CASH MAGNET CARD PROMOTION****HOW WE SHOW WE RESPECT YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

• We quickly highlight what makes the Card different. So they know right away.

• We use fluid, illustrative language, like “a few extra cups of café au lait.”

• We explain cash back in simple, human terms.

• After a few longer sentences, we add a punchy four-word line.

We keep it short and respect people’s time by cutting down this final paragraph.

**Would you like some cash back with your croissant?**

With the American Express Cash Magnet Card, [you’ll get the cash back you want, without the annual fee.](#)

**Buy what you usually do and get 1.5% cash back.**

Catch up with a friend over coffee, or catch that last minute red-eye. You’ll get cash back on both. Which can add up to [a few extra cups of café au lait.](#)

**You can use rewards dollars on your bill or on yourself.**

[You’ll receive your cash back in rewards dollars, which work in a few ways: you can use them toward your monthly bill, save them up, redeem them for gift cards, or even actual merchandise.](#) Might we suggest an espresso machine?

[It’s up to you.](#)

[All you have to do is begin:](#) [cashmagnet.americanexpress.com](https://cashmagnet.americanexpress.com).

**BUSINESS TO BUSINESS**

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**INSTEAD OF THIS:****More than just expense management**

With the Spend Manager™ Mobile App, access complimentary office management tools built for the way you run your business.

And with mobile, desktop, and email access, you can start work in the office, finish in the cab, and send from the airport.

**Managing expenses is often complex and time consuming. But with the Spend Manager it doesn't have to be.**

**Simplified expenses**

Say goodbye to countless hours spent taping and photocopying tiny paper receipts. Just snap a picture with the app.

**Real-time visibility**

With insights into how and where company money is being spent, you'll stay closely connected to employee expenditures.

**All-in-one solution**

Because the app syncs automatically to QuickBooks, your AP processes will be more streamlined than ever before.

**TRY THIS:****Check "expenses" off your to-do list.**

Our Spend Manager™ app can help make your expenses simple. Both for those filing and those paying.

And with mobile, desktop, and email, you can take a client out in London, upload your receipt in your Uber, and send it all straight from Heathrow.

**Spend Manager lets you:****Toss those paper receipts.**

Upload receipt photos straight to the app.

**Follow the money, up to the minute.**

Get real-time updates on your team's spending.

**Handle it all in one place.**

Easily sync with QuickBooks for simpler AP processing.

**So you know:** These examples are here to help you step into our persona, but you'll need to go through the usual approval process for your own writing.

**BUSINESS TO BUSINESS****HOW WE SHOW WE UNDERSTAND YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

• We relate to a common feeling of putting off expenses.

• We talk about the realities of a business trip with a bit of elevation, by making it a trip to London.

We make the example more specific with details like “London”, “Uber” and “Heathrow”.

**Check “expenses” off your to-do list.**

Our Spend Manager™ app can help make your expenses simple. Both for those filing and those paying.

And with mobile, desktop, and email, you can [take a client out in London](#), [upload your receipt in your Uber](#), and [send it all straight from Heathrow](#).

**Spend Manager lets you:****Toss those paper receipts.**

Upload receipt photos straight to the app.

**Follow the money, up to the minute.**

Get real-time updates on your team's spending.

**Handle it all in one place.**

Easily sync with QuickBooks for simpler AP processing.

**BUSINESS TO BUSINESS**

**HOW WE SHOW WE RESPECT YOU**

Your	<b>Eloquent</b>	Advocate
We Understand You	We <b>Respect</b> You	We Back You

• We bring in sets of three to keep this longer sentence flowing.

• We shorten the listed benefits to be quicker and clearer, which helps to shorten the entire piece.

• We choose soft, action verbs like “toss”, “follow” and “handle”.

**Check “expenses” off your to-do list.**

Our Spend Manager™ app can help make your expenses simple. Both for those filing and those paying.

And with mobile, desktop, and email, you can take a client out in London, upload your receipt in your Uber, and send it all straight from Heathrow.

**Spend Manager lets you:**

**Toss those paper receipts.**

Upload receipt photos straight to the app.

**Follow the money, up to the minute.**

Get real-time updates on your team’s spending.

**Handle it all in one place.**

Easily sync with QuickBooks for simpler AP processing.

**BUSINESS TO BUSINESS****HOW WE SHOW WE BACK YOU**

Your

We  
Understand  
You

Eloquent

We  
Respect  
You**Advocate**We  
**Back**  
You

• We make it about “you” and your needs from the first sentence.

**Check “expenses” off your to-do list.**

Our Spend Manager™ app can help make your expenses simple. Both for those filing and those paying. And with mobile, desktop, and email, you can take a client out in London, upload your receipt in your Uber, and send it all straight from Heathrow.

**Spend Manager lets you:**

• We turn the list of benefits into actual actions they can take. And we make sure they follow a similar structure to create a better pace.

**Toss those paper receipts.**

Upload receipt photos straight to the app.

**Follow the money, up to the minute.**

Get real-time updates on your team's spending.

**Handle it all in one place.**

Easily sync with QuickBooks for simpler AP processing.

**PAY OVER TIME****INSTEAD OF THIS:**

**More control.**

**More flexibility.**

**More peace of mind.**

Pay all or just part of your Card balance with Pay Over Time

**PAY OVER TIME**

Payment flexibility whenever you need it.

You now have the freedom to manage your monthly finances according to your needs. Whether you're planning a trip or paying for an unexpected expense.

**Take control. It's easy.**

Your Card already comes with the Pay Over Time feature.

You can transfer eligible charges of \$100 or more to your Pay Over Time balance.

**TRY THIS:**

**For everyone who's bought a new suit for a longshot interview. Found their old sofa doesn't fit through their new apartment door. Or booked a dream vacation right before having a car break down.**

Now you can Pay Over Time.

**Pay Over Time works with life's twists and turns.**

Surprises make life interesting. But they can cost you, too.

With Pay Over Time you can pay part of your bill, the full bill, or anything in between. As long as it's above the minimum payment, you're all set. Because we know, no two months are the same.

**Pay Over Time comes with your Gold Card.**

No applications, setup fees, or sign-up steps necessary. You're ready to go with Gold. So, whenever you need to, just transfer any charge of \$100 or more to your Pay Over Time balance.

**So you know:** These examples are here to help you step into our persona, but you'll need to go through the usual approval process for your own writing.

**PAY OVER TIME****HOW WE SHOW WE UNDERSTAND YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

We bring in specific, relatable moments that feel universal while still personal.

We mix the exciting (a dream vacation) with an unfortunate reality (a car breakdown).

We show we get how their world works.

**For everyone who's bought a new suit for a longshot interview. Found their old sofa doesn't fit through their new apartment door. Or booked a dream vacation right before having a car break down.**

Now you can Pay Over Time.

**Pay Over Time works with life's twists and turns.**

Surprises make life interesting. But they can cost you, too. With Pay Over Time you can pay part of your bill, the full bill, or anything in between. As long as it's above the minimum payment, you're all set.

*Because we know, no two months are the same.*

**Pay Over Time comes with your Gold Card.**

No applications, setup fees, or sign-up steps necessary. You're ready to go with Gold. So, whenever you need to, just transfer any charge of \$100 or more to your Pay Over Time balance.



**PAY OVER TIME****HOW WE SHOW WE RESPECT YOU**

Your	<b>Eloquent</b>	Advocate
We Understand You	We <b>Respect</b> You	We Back You

Every word matters, so we choose the softer “sofa” over “couch”.

**For everyone who’s bought a new suit for a longshot interview. Found their old **sofa** doesn’t fit through their new apartment door. Or booked a dream vacation right before having a car break down.**

Now you can Pay Over Time.

We mix short, punchy sentences with one that’s longer and more fluid.

**Pay Over Time works with life’s twists and turns.**

Surprises make life interesting. But they can cost you, too. With Pay Over Time you can pay part of your bill, the full bill, or anything in between. As long as it’s above the minimum payment, you’re all set. Because we know, no two months are the same.

We quickly and clearly explain what the reader needs to do (which in this case is nothing).

**Pay Over Time comes with your Gold Card.**

No applications, setup fees, or sign-up steps necessary. You’re ready to go with Gold. So, whenever you need to, just transfer any charge of \$100 or more to your Pay Over Time balance.

**PAY OVER TIME****HOW WE SHOW WE BACK YOU**

• We let them know we have their back through tricky situations, and let them know about a feature that can help them move forward.

• We offer different ways to use the feature.

• We bring in subheads that are sure, repetitive statements.

**For everyone who's bought a new suit for a longshot interview. Found their old sofa doesn't fit through their new apartment door. Or booked a dream vacation right before having a car break down.**

Now you can Pay Over Time.

**Pay Over Time works with life's twists and turns.**

Surprises make life interesting. But they can cost you, too. With Pay Over Time [you can pay part of your bill, the full bill, or anything in between](#). As long as it's above the minimum payment, you're all set. Because we know, no two months are the same.

**Pay Over Time comes with your Gold Card.**

No applications, setup fees, or sign-up steps necessary. You're ready to go with Gold. So, whenever you need to, just transfer any charge of \$100 or more to your Pay Over Time balance.

Your

We  
Understand  
You

Eloquent

We  
Respect  
You**Advocate**We  
**Back**  
You

**MEMBERSHIP REWARDS POINT UPDATE**

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**INSTEAD OF THIS:**

Hello Ann,

Congratulations! As of 9/15/2018 your Membership Rewards® balance is 325,000.

You've earned enough points to go on an adventure. You've earned enough points to see the sights. You've earned enough points to kick back and relax.

Ann the thrill of adventure is calling. Embrace it with the Membership Rewards points you've earned.

Whether it's a one-of-a-kind trip across the globe or a quick weekend getaway, use the points to discover a world of possibility.

Click to redeem now.

**TRY THIS:**

Hi Ann,

It's time to celebrate. As of September 15th, you've earned 325,000 Membership Rewards® points. Congratulations!

You've earned enough points to go sip Horchata in Oaxaca.

Search the world for the best bibimbap. Or simply make the most of every fluffy hotel robe you can find.

Whether your points take you all the way to another hemisphere or an hour upstate, we'll be there through every pit stop, passport stamp, and travel hiccup.

That way, you can keep earning towards that next getaway, too.

Start planning.

**So you know:** These examples are here to help you step into our persona, but you'll need to go through the usual approval process for your own writing.

**MEMBERSHIP REWARDS POINT UPDATE**

**HOW WE SHOW WE UNDERSTAND YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

• We take a bit more time to celebrate this milestone.

• We make the original examples more detailed.

• We focus on the big and small, good and bad.

Hi Ann,

[It's time to celebrate.](#) As of September 15th, you've earned 325,000 Membership Rewards® points. Congratulations!

[You've earned enough points to go sip Horchata in Oaxaca. Search the world for the best bibimbap. Or simply make the most of every fluffy hotel robe you can find.](#)

Whether your points take you all the way to another hemisphere or an hour upstate, [we'll be there through every pit stop, passport stamp, and travel hiccup.](#)

That way, you can keep earning towards that next getaway, too.

Start planning.

**MEMBERSHIP REWARDS POINT UPDATE****HOW WE SHOW WE RESPECT YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

• We sprinkle in interesting words that catch attention like “Oaxaca”, “bibimbap”, and “fluffy”.

• We follow three short sentences with a longer more fluid one.

Throughout, we use our words to paint a precise but vivid picture of the possibilities we’re pointing to. So the “next getaway” sparks even more possibilities.

Hi Ann,

It’s time to celebrate. As of September 15th, you’ve earned 325,000 Membership Rewards® points. Congratulations!

You’ve earned enough points to go sip Horchata in [Oaxaca](#). Search the world for the best [bibimbap](#). Or simply make the most of every [fluffy](#) hotel robe you can find.

[Whether your points take you all the way to another hemisphere or an hour upstate, we’ll be there through every pit stop, passport stamp, and travel hiccup.](#)

That way, you can keep earning towards [that next getaway](#), too.

Start planning.

**MEMBERSHIP REWARDS POINT UPDATE**

**HOW WE SHOW WE BACK YOU**

Your	Eloquent	<b>Advocate</b>
We Understand You	We Respect You	We <b>Back</b> You

• We keep the rhythm of the original with three punchy lines.

• We make it clear we'll back them, no matter what.

• We show we're helping them move forward in their life.

Hi Ann,

It's time to celebrate. As of September 15th, you've earned 325,000 Membership Rewards® points. Congratulations!

You've earned enough points to go sip Horchata in Oaxaca. Search the world for the best bibimbap. Or simply make the most of every fluffy hotel robe you can find.

Whether your points take you all the way to another hemisphere or an hour upstate, we'll be there through every pit stop, passport stamp, and travel hiccup.

That way, you can keep earning towards that next getaway, too.

Start planning.

### DELIVERING BAD NEWS

---

#### INSTEAD OF THIS:

Dear Ann,

We recently sent you a letter confirming the terms of your payment program.

Due to an internal error, the monthly program payment amount included in this letter was incorrect. We apologize for any confusion this may have caused.

The amount you agreed to pay per month for the duration of your payment program is \$337.49. We have sent you an updated enrollment letter under separate cover.

If you have any questions, please call <agency name> at <insert phone number>.

Sincerely,

American Express Global Collections

#### TRY THIS:

Hi Ann,

We had a slipup, and we're here to fix it.

On 9/27, we sent you a letter about your monthly payment program.

But we got your payment amount wrong.

The amount in that letter was: \$237.49

The correct amount is: \$337.49

We know a "small error" like this can be a giant nuisance for you. And we're so sorry for the confusion.

Our team at <agency team> is here to answer any questions you may have: <phone number>.

All the best,

Jessica Craft, American Express

**So you know:** These examples are here to help you step into our persona, but you'll need to go through the usual approval process for your own writing.



**DELIVERING BAD NEWS****HOW WE SHOW WE UNDERSTAND YOU**

Your	Eloquent	Advocate
We Understand You	We Respect You	We Back You

• We bring in a more personal greeting.

Hi Ann,

We had a slipup, and we're here to fix it.

On 9/27, we sent you a letter about your monthly payment program.

But we got your payment amount wrong.

The amount in that letter was: \$237.49

The correct amount is: \$337.49

• We show we get how they're feeling in this moment.

We know a "small error" like this can be a giant nuisance for you. And we're so sorry for the confusion.

Our team at <agency team> is here to answer any questions you may have: <phone number>.

• We sign off from a real person, to make this feel like a more personal interaction.

All the best,

Jessica Craft, American Express

**DELIVERING BAD NEWS**

**HOW WE SHOW WE RESPECT YOU**

Your	<b>Eloquent</b>	Advocate
We Understand You	<b>We Respect You</b>	We Back You

We respect their time by getting to the point right away.

We still find places to bring in more interesting word choices like “slipup” instead of “error” or “giant nuisance” instead of “big deal”.

Hi Ann,

We had a slipup, and we're here to fix it.

On 9/27, we sent you a letter about your monthly payment program.

But we got your payment amount wrong.

The amount in that letter was: \$237.49

The correct amount is: \$337.49

We know a “small error” like this can be a giant nuisance for you. And we're so sorry for the confusion.

Our team at <agency team> is here to answer any questions you may have: <phone number>.

All the best,

Jessica Craft, American Express

**DELIVERING BAD NEWS**

**HOW WE SHOW WE BACK YOU**

Your	Eloquent	<b>Advocate</b>
We Understand You	We Respect You	We <b>Back</b> You

• We let them know that when we make a mistake, fixing it is our top priority.

• We think about what they need in the moment, and make that information easy to find.

• We give them ways to get more help.

Hi Ann,

We had a slipup, and we're here to fix it.

On 9/27, we sent you a letter about your monthly payment program.

But we got your payment amount wrong.

The amount in that letter was: \$237.49

The correct amount is: \$337.49

We know a "small error" like this can be a giant nuisance for you. And we're so sorry for the confusion.

Our team at <agency team> is here to answer any questions you may have: <phone number>.

All the best,

Jessica Craft

American Express

### OUR SOCIAL SIDE

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**Social media is the place where we connect with people day-to-day.**

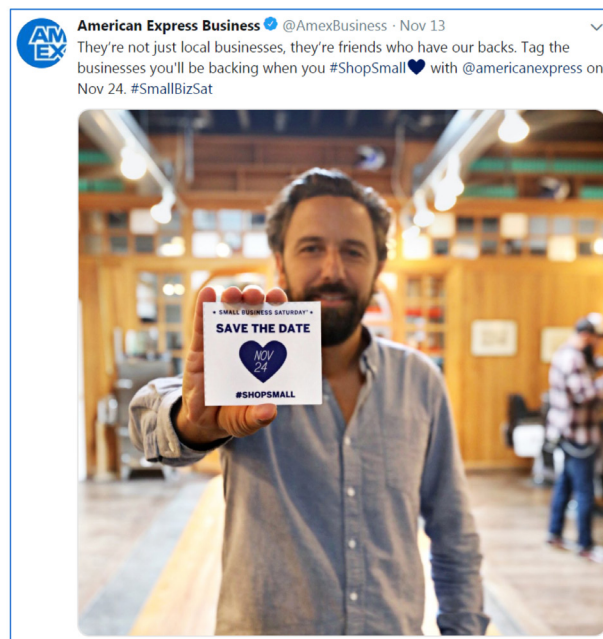
So it's just the spot to bring out Your Eloquent Advocate.

When it comes to using our voice on social, all our usual techniques apply because our voice is the same wherever we go. But since social media is its own world, here are some specially tailored tips designed to help you use our voice when you post.

#### How to tweet

- Reference things they care about.
- Hook them with relevant topics, tags, and details that will catch their attention.
- Link to more information with a useful instruction like, “Read more”.

#### ADD AN IMAGE OR VIDEO LINK, WHEN IT CAN HELP TELL YOUR STORY



### ON TWITTER

---

#### Be relevant, not trendy.

Don't get roped in to the Twitter fad of the day just for the sake of it. Everything we say should tie back to what our followers care about.

For example, “#TBT” (Throw Back Thursday) is okay, but “#MCM” (Man Crush Monday) is not because it wouldn't be relevant to many in the audience.


#### YOU COULD TWEET LIKE THIS:

We're proud to partner with @Pharrell to back arts education.  
Read more about how we're working together here: [bit.ly](#) #AmexLife #AmexNews

#### BUT THIS TWEET WORKS BETTER:

Get a glimpse of how we've been working with @Pharrell for arts education [bit.ly/123](#)  
#AmexLife #AmexNews

#### WE WOULDN'T SAY:

 Chilling with our #MCM @Pharrell to raise money for arts education [bit.ly/123](#)  
#AmexLife #AmexNews

**ON TWITTER**

---

**Share updates that are worth reading.**

Add a short description or teaser that leaves your audience wanting to read more.

Link to more information with a useful instruction like, “Read more”.

Just because we have 280 characters, doesn’t mean we need to use them all. A short tweet with an interesting, exact, and eye-grabbing message is the right way to go.

**YOU COULD TWEET LIKE THIS:**

@AmericanExpress Card Members can get #AmexPresale tickets NOW through 10/1 to see @Eltonofficial's Farewell Yellow Brick Road tour! #EltonFarewellTour Terms Apply. <https://amex.co/2zsEmNW>

**BUT THIS TWEET WORKS BETTER:**

Grab your sparkliest sunglasses and get #AmexPresale tickets for @Eltonofficial Farewell Tour. Terms apply. <https://amex.co/2zsEmNW> #EltonFarewellTour

**WE WOULDN'T SAY:**

**X** Grab your sparkliest sunglasses and get #AmexPresale tickets for @Eltonofficial Farewell Tour. [bit.ly/123](https://bit.ly/123) #EltonFarewellTour. It's his final tour, so you won't want to miss it! #AmericanExpress Card Members have this lucky chance to get presale tix, so them get today.

### ON TWITTER

---

#### Point to tips, suggestions, and possibilities.

Illustrate what we're doing to back them with anecdotes and examples.

Link to more information with a useful instruction like, "Read more".

Look at Twitter as a platform to help members (new and old) uncover the many things we help them do.  
It should be a place where they uncover new ways to thrive – not a place where they re-read what they already know.


#### YOU COULD TWEET LIKE THIS:

If your favorite NBA player switches teams, now there's a way you can switch jerseys with American Express Jersey Assurance. Terms apply. Learn more at [NBASTore.com/AMEX](#) #AmexNBA

#### BUT THIS TWEET WORKS BETTER:

Is your point guard packing their bags? Don't toss that jersey. If your favorite switched teams, you can switch your jersey with Amex Jersey Assurance. Terms apply. Learn more at [NBASTore.com/AMEX](#) #AmexNBA

#### WE WOULDN'T SAY:

 American Express is here to back you. And now we're backing you with a new perk for NBA fans. #JerseyAssurance.



**ON INSTAGRAM**

Words certainly take a backseat on Instagram. But a caption can make or break a post.

- Choose images consistent with our photography guidelines.
- Use captions to sprinkle in specifics that spark imagination.
- Beware of Instagram clichés. Your Eloquent Advocate doesn't become an “influencer” just because we're on the platform.

**YOU COULD CAPTION LIKE THIS:**

From new waters to ancient lands,  
Membership Rewards points can help  
you get there. Terms apply. #AmexLife

**BUT THIS CAPTION WORKS BETTER:**

From Chile's Futaleufú River to uncharted  
waters, Membership Rewards points can  
help you get there. Terms apply. #AmexLife

### ON INSTAGRAM

---

- Let the photo do the talking. Keep it short and don't repeat yourself, reiterate, or describe what's in your photo. Use your caption to add some extra interest, insight, or even a touch of wit.
- If you can't get across what you want to say in a few lines, it might be better suited for a different platform.



#### YOU COULD CAPTION LIKE THIS:

Looking for tranquility at the airport?  
The Platinum Card has you covered with  
Global Lounge Collection. Terms apply.  
#AmexLife #AmexPlatinum

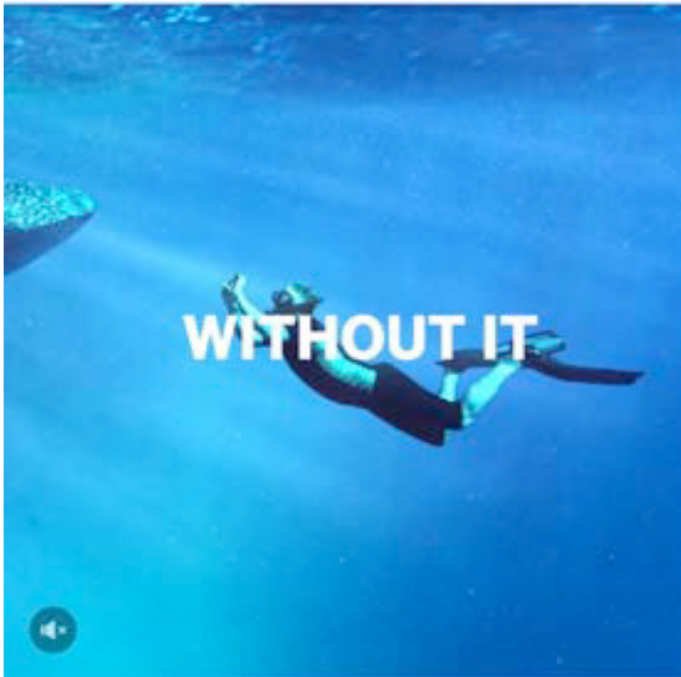
#### BUT THIS CAPTION WORKS BETTER:

Better than searching for an outlet at your  
gate, right? Lounge around at the airport  
with your #AmexPlatinum. Terms apply.

### ON INSTAGRAM

---

- Show proof that we have their back in the caption.
- Show, don't tell. Illustrate all the endless ways we have our members' backs, without actually saying "we back you".
- Make it easy for them to find out more. Add links in our story if we make specific references we want them to act on.



#### YOU COULD CAPTION LIKE THIS:

Explore Powerful Backing. Go ahead and dive in, we've got your back. #AmexLife

#### BUT THIS CAPTION WORKS BETTER:

Go, Ahead. Dive in. We're right there with you. #AmexLife

**ON FACEBOOK**

There are more options, functions, and space on Facebook. So we need to use them wisely.

- Think about what they want to know (and how they want to feel). We're not here to spam people with content they don't care about. So really think about your audience and how you can frame your post in a way that relates to their world.
- Don't tell them how to feel. Show it. So instead of saying, "We're excited", bring that excitement to life in the way you write. Because people don't care if we're excited. That's about us, not them.

**YOU COULD CAPTION LIKE THIS:**

We're excited to have Missy Elliott as a musical guest at the Yellow Ball. #AmexPlatinum Card Members can purchase tix to the fundraiser event benefiting [tag] Young Audiences for Learning here: [amex.co/yellow](https://amex.co/yellow) & help support arts education. #AmexLife

**BUT THIS CAPTION WORKS BETTER:**

Are you a Platinum Card Member who loves Missy Elliot as much as we do? Join us - and Missy - to raise money for arts education at this year's Yellow Ball. Get tickets here: [amex.co/yellow](https://amex.co/yellow)

**ON FACEBOOK**

- Find a new angle. It's easy to copy and paste a post across every channel. But what works as an Instagram caption isn't always fit for Facebook. So change it up, and make sure we aren't recycling the same lines. Because if we do, people end up wasting their time re-reading.
- Add a video, image, or link to more information with a useful instruction like, "Read more".
- It's okay to have the same message, but try to find a different way to say it.

**ON INSTAGRAM YOU MIGHT SAY THIS:**

@AllisonBrie was simply Glow-ing with her Gold Card at last night's launch party.

**ON FACEBOOK YOU MIGHT SAY THIS:**

Allison Brie and fancy bites are our idea of a perfect evening. Here are some other highlights from last night's #AmexGold launch party. You can find more about the Gold Card here:

[www.americanexpress.com/amexgold](http://www.americanexpress.com/amexgold).

(And you can find the fried chicken @LegacyRecordsRestaurant.)

### ON FACEBOOK

---

- Encourage people to act. If we want people to click, share, join, or buy, Facebook is the place to make it happen.
- Put your audience first, and try not to make everything about us. That'll make it easier to convince them to take action. And remember that our audience can go beyond members – it includes our employees, potential customers, and everyone in between.

Going places?  
Get the backing  
to dream big.

#### YOU COULD POST LIKE THIS:

The difference between dreaming and doing it. Business funding from American Express. Terms apply. #GetBusinessDone #AmexLife

#### BUT THIS POST WORKS BETTER:

Take your wildest dream and do something with it. We can help. With American Express Business Funding. It all begins here: [bit.ly/123](https://bit.ly/123). Terms apply.



### **YOUR ELOQUENT ADVOCATE, ON A PAGE**

---

We're your worldly go-to person. Someone you can count on to be on point – and always point you in the right direction.

#### **WE UNDERSTAND YOU**

We sprinkle in relatable moments and personal details to show we get what makes you tick. We balance the thrill of life's excitements with the realities of everyday life. And we move beyond Cards, points, and features to bring to light the benefits that matter most to you. Because when we really know you, we can really help you move forward.

#### **WE RESPECT YOU**

We craft each line so it says precisely what we mean, and use language with substance and style. We balance short and longer sentences to create a rhythm that keeps you reading. And we choose language that feels fluid, illustrative, and emotive, for a hint of smooth sophistication. Because we know it's only worth writing if you feel it's worth reading.

#### **WE BACK YOU**

We put you first and always consider what you need in the moment. We offer useful pointers, address issues, and point to possibilities – both with us and in the world. We use sure statements and deliberate repetition within a piece, so that even our sentences are driving you forward. Because we have your back, and we want that to come through in everything we write.



**TONE-OF-VOICE CHECKLIST**

---

Use this checklist to make sure everything you write sounds like Your Eloquent Advocate.

**Did you understand them?**

- ✓ Did you look for ways to show we know how their world works?
- ✓ Did you add in a relatable moment or two?
- ✓ Did you look for places to add personal details?
- ✓ Did you make examples specific?
- ✓ Did you balance excitement with the everyday?
- ✓ Did you translate products and services into how the customer will benefit?

**Did you respect them?**

- ✓ Did you keep it short to respect their time?
- ✓ Did you carefully consider every word on the page?
- ✓ Did you choose words that feel a step above the everyday?
- ✓ Did you balance short and longer sentences?
- ✓ Did you use language to paint a picture?
- ✓ Did you favor soft, fluid words over harder ones?

**Did you back them?**

- ✓ Did you show we're an advocate for them?
- ✓ Did you put the reader first?
- ✓ Did you add a pointer, address a problem, or point to a possibility?
- ✓ Did you use sure, exact statements that feel strong?
- ✓ Did you try adding structure, like subheads?
- ✓ Did you look for place to add repetition or alliteration?

# V. OTHER BRAND GUIDELINES

**Overview**

**Alcohol Policy**

**Associating with Other Brands**

**Customer Privacy and Security**

**Holiday Imagery**

**Offers and Premiums**

Click on items to go directly  
to that page



Our brand guidelines provide us with the visual and verbal gear we need to consistently bring the brand to life in our communications across products and services and around the globe.

These guidelines help shape the way we deliver on our brand behaviors – [We Respect You. We Understand You. We Back You.](#)

Our policies are global, but the nuances of how they are interpreted and implemented should reflect the cultural norms of each local market.

For example:

- All communications must reflect the diversity of our customers in an authentic way that does not stereotype. Everyone should be equally respected.
- We shouldn't use sexual innuendos, show people dressed inappropriately, use humor, language, or images that could be considered in bad taste, or make assumptions about religious beliefs or political views.
- Be truthful and factual. Our customers won't trust us if we exaggerate or try to deceive them for our own purposes.
- Only [associate with brands](#) that can enhance our brand.
- Only portray the [use of alcohol](#) in moderation.
- Don't allow endorsements. To ensure that our brand never gets diluted or improperly used, we don't allow outside companies – such as vendors or agencies – to use the American Express name in their promotional materials.
- Don't get political. American Express shouldn't be perceived as having political views. We also do not exploit patriotic symbols such as flags or troops for our own commercial purposes.
- Respect our [audience's privacy](#) and protect their security.

Note that every market has a brand review process and review team who can provide more guidance on a local level. Any additional questions can be escalated to the central Brand Review team in Global Advertising and Brand Management (GABM) through [Global Brand Support](#).

- **If you have any questions or concerns, contact Global Brand Support at [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com) or get in touch with your brand representative.**

To maintain our reputation as a trusted and respected brand, American Express must be careful not to condone or encourage excessive, irresponsible, or underage drinking. As a general principle, alcohol can be featured in promotions when these guidelines are followed.

### Do

- ✓ Focus on the ambiance, not the liquor. For example, say this – “The whimsical décor behind the bar at the Hotel Ballard restaurant is almost as interesting as the drinks themselves.” Not this – “Whether you’re looking for a cold beer, handcrafted cocktail, or quick shot, we have the drink for you.”
- ✓ Include disclaimers about legal drinking age and responsible drinking.
- ✓ Always make sure there is a clear business reason for the association, and there is nothing else the Card Member can be offered.
- ✓ In imagery, show food with drinks rather than drinks alone.

### Don't

- ✗ Encourage excessive drinking. For example, never offer two drinks for the price of one or happy hour discounts.
- ✗ Offer more than one glass of wine if there will be no food. Note that the amount of alcohol must be controlled and enough food must be at the venue.
- ✗ Name a cocktail after American Express or brand a beer can.
- ✗ Target Card Members who are not of legal drinking age.
- ✗ Use imagery that shows people drinking without eating.



**Do not associate with brands that could harm our image.**

**Here are some of the categories to avoid:**

- ✗ Anti-government
- ✗ Cigarettes
- ✗ Gambling\*
- ✗ Healthcare/medical
- ✗ Illegal activities
- ✗ Politics
- ✗ Religion
- ✗ Sexually oriented products/services/venues
- ✗ Smoke shops
- ✗ Violence
- ✗ Weapons\*

\*Offers may be made by merchants that offer these products or activities as long as they are not their primary business and the products are excluded from the offers. For example, with a casino, offers could be made for hotel or spa services but not for gambling. With a sporting goods store, offers could be made for any of their merchandise except for weapons and as long as weapons were restricted from the promotion.

**To clearly convey the relationship in a partnership:**

- If there is an offer for Card Members, our branding should appear next to the offer with the appropriate visibility.
- It should be obvious which brand is authoring the communication and who to contact for more information.

For details about how to use our brand in partner marketing, please see How To guidelines, downloadable from the Brand Site ([internal](#)/[external](#)).

**American Express has long recognized and fully accepted our responsibility to safeguard the privacy, confidentiality, and security of customer and client data entrusted to us.**

**Customers know that American Express has and stores information about them, including their spending behavior, because it is part of account data. Customers increasingly expect us to personalize our offers and interactions with them based on what American Express knows or can infer from their behavior, because it allows us to deliver better and more relevant value.**

It is perfectly acceptable, and consistent with our privacy policies, to conduct data analysis in order to deliver more targeted and relevant offerings. However, in communicating these offers, we must guard against potentially offending our customers by making incorrect assumptions or generalizations. Communications should not make inferences from data that could be incorrect. For example, if someone spends at a baby store, we shouldn't assume this means they have a child or that they prefer that merchant over another.

Contact your business unit's Privacy representative for more information.

**Holiday imagery** should be inclusive whenever possible, combining imagery from multiple cultures or religions. Strive for a neutral, festive look, and try not to use images that feature religious figures and icons. If you are going to use imagery from only one culture, religion, or holiday, check this chart to see which are acceptable or not.

	ACCEPTABLE	NOT ACCEPTABLE
Angels		✗
Bells	✓	
Candles	✓	
Candy canes	✓	
Chanukah menorah or dreidel		✗
Christmas ornaments, stockings, trees		✗
Crosses		✗
Elves		✗
Evergreen trees and garland	✓	
Gingerbread people and houses	✓	
Holly/holly wreath	✓	
Ice skaters	✓	
Kinara (Kwanzaa candleholder)		✗
Mistletoe	✓	
Mittens, gloves, winter hats	✓	
Nativity scene		✗
Nutcracker	✓	
Poinsettia	✓	
Reindeer	✓	
Rocking horses	✓	
Santa		✗
Sleds	✓	
Stars (5-pointed)	✓	
Stars of David (6-pointed)		✗
Strung lights	✓	
Toy train sets	✓	
Winter scenes, snow, snowmen, snowflakes	✓	
Wrapped gifts, bows and ribbons	✓	
Wreath with Christmas decorations		✗



An offer is a promise of getting something for taking a specific action. Examples include Card upgrades, enrollments in new features, benefits, programs, and merchant discounts or savings.

When making an offer, check to make sure that:

- ✓ All pertinent information is communicated in a way that is simple, clear, and easily understood including who the offer is available to, when it's available, and where and exactly how to redeem.
- ✓ If not all Card products are eligible for an offer, include prominent disclosure copy that indicates which are eligible.
- ✓ Online terms and conditions are not more than one click away from the offer.
- ✓ Footnotes and terms are not in a significantly lighter color than the body copy and must be in at least 8 point type.
- ✓ Exclusive Card Member offers are not available with competitive cards.
- ✓ Redemption is a simple process that the customer can easily understand. If there are multiple things that the customer needs to do, they should be spelled out as numbered steps or bullets.

Premiums are promotional items used as incentives in marketing to encourage a behavior, such as a purchase of a product or service. The use of premiums is allowed if they are promoted in a way that is clear, honest, complete, and never exaggerated. The action required to get the premium and the time it will take to receive it must be clearly stated.

Premiums should also:

- ✓ Always reinforce the American Express brand image.
- ✓ Be items that link to an American Express product or service being promoted and are relevant to the audience.
- ✓ Be somewhat unique and not easily attainable elsewhere.
- ✓ Whenever possible, should be specially packaged and/or branded to reinforce key messages.
- ✓ Require the customer to take an action, ideally linked to the business and/or brand-building objectives.

# VI. APPENDIX

## Illustration Library

[ICONS](#)

[OBJECTS](#)

[CHARACTERS](#)

## Resources

Click on items to go directly  
to that page



**ICON LIBRARY**

Our Icon Library consists of these categories: General, Benefits & Rewards, Currency, Business, Travel, Technology & Communications, and Action. Each icon is available in four colors from the color palette: Bright Blue, Deep Blue, Gray 6 and White, downloadable from the Brand Site ([internal/external](#)). For guidance on icons, please see the [Icons](#) section.

To download icons for digital use, and for details about using them in digital, please visit the [Design Language System](#) (DLS).

**GENERAL**

Account



Activity



Home



Calendar



PDF



Document



Community Chat



Feedback



Folders



Grocery Cart



Bank

International  
PaymentsNo Spending  
Limit

Offers



Dining



Print



Settings



Shopping



Time



Travel



Travel Benefits



Trash



World Service

**BENEFITS & REWARDS**



Archive



Hotel Hospitality



Get Extra Points



Membership



Concierge



WiFi



Donate



Travel Bag



Entertainment



Gift



Oversized Bags



Data Protection



Gift Cards



Recent Points



Mobile Offers



Public



Membership Rewards



Desktop Offers



Gas Station



Baggage Protection



Car



Refreshments



Pets



Taxi



Lounge



Privacy



Up to 2X Points



Up to 3X Points



Up to 5X Points



Up to 8X Points



Up to 10K Points



Up to 20K Points

CURRENCY



Autopay



Baht Autopay



Euro Autopay



Krone Autopay



Pound Autopay



Rupee Autopay



Yen Autopay



Cashback



Baht Cashback



Euro Cashback



Krone Cashback



Pound Cashback



Rupee Cashback



Yen Cashback



Dollar



Baht



Euro



Krone



Pound



Rupee



Yen

**BUSINESS**



Line Graph



Bar Graph



Pie Chart



Business



Card



Card Swipes



No Spending  
Limit



Flexible Payments



International  
Payments



Bank



Declined



Person to Person



Pay Over Time  
Help



Pay Over Time



Select Pay Later



Billing



Statement Paid



Statement Ready



Tag



Contactless



Receipt



Receipt Match



Additional Receipt



Shipping



Deliver Customer  
Excellence



Drive Enterprise  
Value



Lead With  
Innovation



Paperless

**TRAVEL**

---



Location Services



Direction



Geolocation



Location



Favorites



Gas Station



Car



Train



Taxi



Plane



Oversized Bags



Travel Bag

**TECHNOLOGY & COMMUNICATION**

---



Community Chat



Feedback



Email



Telephone



Laptop



Mobile



Tablet



Desktop



Pause



Play



More



Source



**ACTION**

---



Add



Minus



Close



Change



Expand



Collapse



Full Screen



Download



Upload



Left



Right



Up



Down



Help



Info



Show



Hide



Share



Search



Thumbs Down



Thumbs Up



Guide



Alerts



Warning



Edit



Processing



Refresh



Success

## CHARACTER LIBRARY

Illustration assets are available on the American Express Brand Site ([internal/external](#)) as Adobe Illustrator vector files, in Bright Blue, Deep Blue, and White in RGB and CMYK.

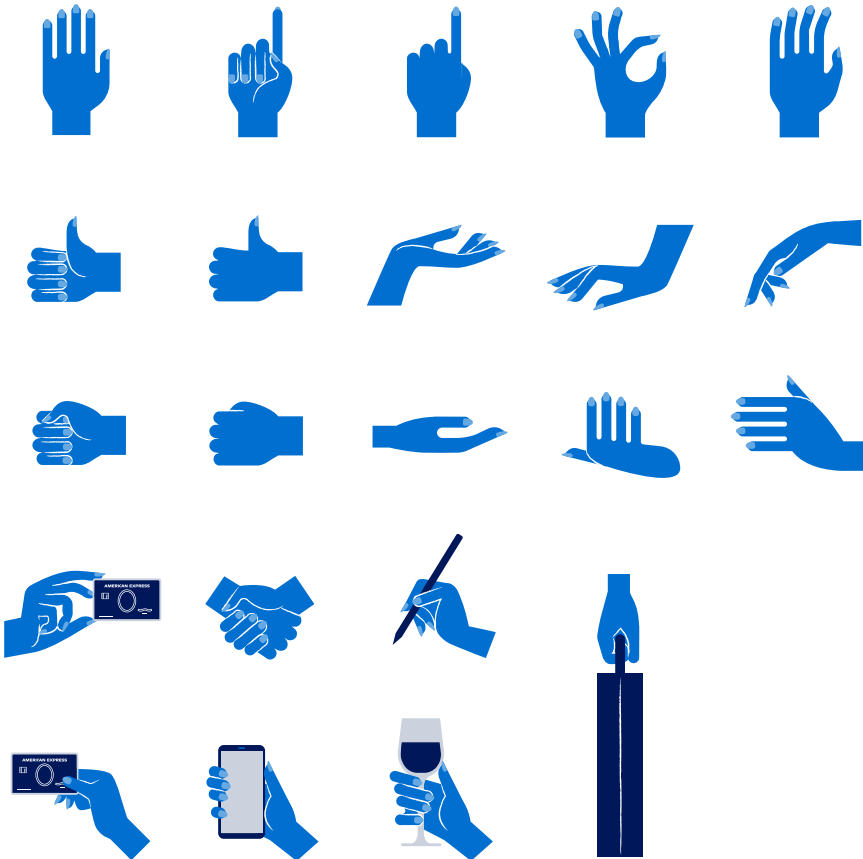
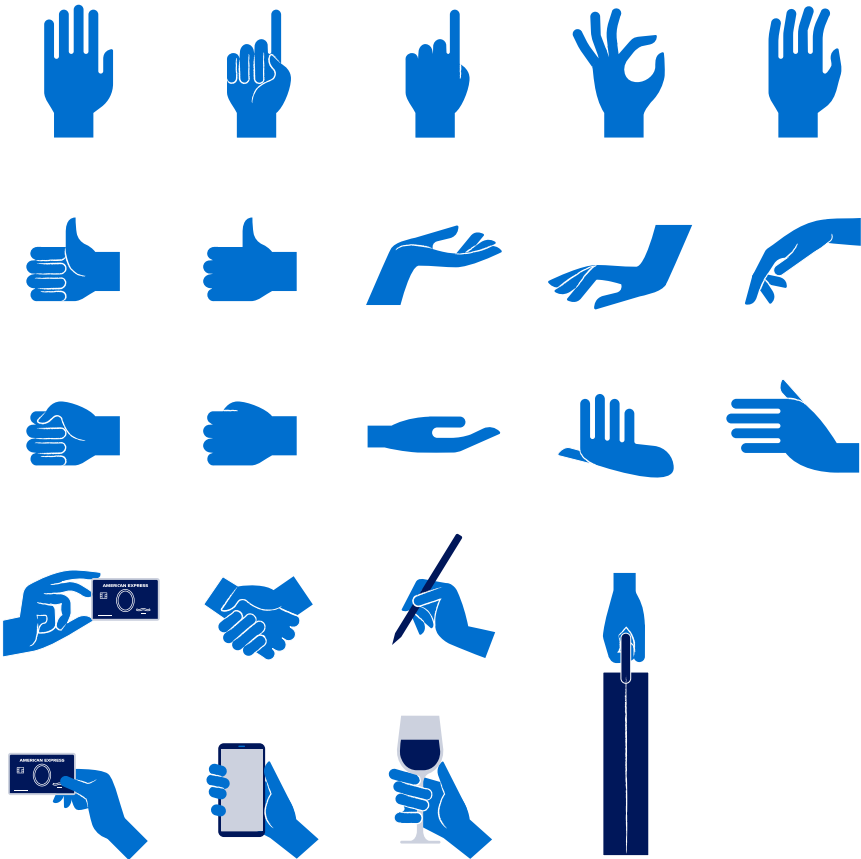


HANDS

Hand options are available in both male and female versions. They can be recolored using any of the colors available for illustration, in keeping with our required color ratios.

MALE

FEMALE



**OBJECT LIBRARY**

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Illustration assets are available on the American Express Brand Site ([internal/external](#)) as Adobe Illustrator vector files, in Bright Blue, Deep Blue, and White in RGB and CMYK.

**BUSINESS**

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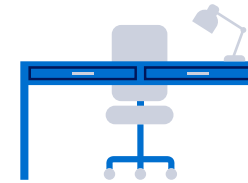
Briefcase



Calendar



Clock



Desk



Invoice



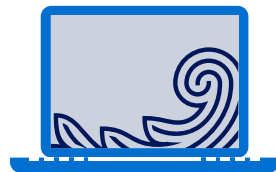
Shipping Box

**DEVICES**

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Desktop



Laptop



Mobile Phone

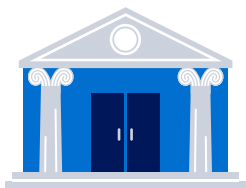


Tablet

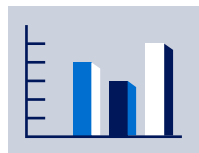


Wearable

**FINANCIAL**



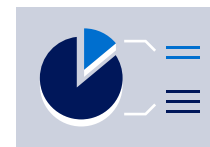
Bank



Bar Graph



Currency



Pie Chart



Statement

**RETAIL**



Card Reader



Credit Card



Credit Card Chip



Credit Card Contactless



Receipt



Shopping Bags



Storefront



Wallet 1



Wallet 2

**TRAVEL**

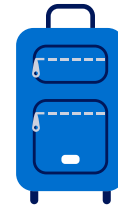
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Duffel Bag



Globe



Luggage



Passport



Tickets

**MISCELLANEOUS**

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Card Member



Dining



Headphones

Please visit the Brand Site for information about the American Express global brand strategy and to download assets and other guidelines.

Internal: <https://brand.aexp.com/>

External: <https://brand.americanexpress.com/>

To request assets that are not on the Brand Site and for help using assets, contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

If you would like to consult with a member of the brand team about your marketing, please contact [globalbrandsupport@aexp.com](mailto:globalbrandsupport@aexp.com).

For digital guidelines, please see the [Design Language System](#) (DLS).

For the American Express Email Design System:

[Internal](#) | [External](#) (Username: **mbell-etemp17** | Password: **9b1abae5**)

For colleague email signature guidelines: <https://square.americanexpress.com/docs/DOC-22464>

If you would like to engage the internal agency, contact [onbrand@aexp.com](mailto:onbrand@aexp.com).







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