



AMERICAN EXPRESS SAFEKEY IDENTITY

LOGO GUIDELINES
NOVEMBER 11, 2011

+ siegel
gale

simple is smart

Guidelines Overview

Adhere to the following guidelines for American Express SafeKeySM to ensure that we deliver a consistent brand image, build brand equity and increase the recognition of American Express in the online marketplace.

These guidelines will explain how to visually implement the American Express SafeKey mark within a framework designed to be compatible with our current and future branding efforts, while remaining clear, consistent and unique to American Express.

American Express SafeKey branding requirement

The American Express SafeKey program is committed to protecting Cardmembers that use a participating merchant's online sales channel to secure transactions. American Express has developed SafeKey trademarked production-ready artwork to display on a merchant's online store and checkout pages to promote the SafeKey program commitment and raise awareness to American Express Cardmembers.

Usage of American Express SafeKey trademarked artwork

Merchants should at all times follow the American Express SafeKey branding guidelines to assure American Express Cardmembers that they are a participating member of the American Express SafeKey program. American Express SafeKey branding guidelines and American Express SafeKey production artwork can be obtained from enroll.amexsafekey.com/aesklogos and provides clear and concise instruction on how to place American Express SafeKey production artwork in conjunction with a merchant's online store and checkout pages. If a participating merchant has questions on using the American Express SafeKey branding guidelines, then they should contact either their third-party Payment Service Provider or American Express for assistance at Safekey.Certification@aexp.com.

American Express SafeKey branding review

American Express reserves the right to review a participating merchant's online store and checkout pages to make sure the American Express SafeKey branding requirements have been met. American Express may contact a participating merchant that fails to adhere to the American Express SafeKey branding guidelines.

For Use in Language

Always refer to the American Express SafeKeySM feature by its full name, “American Express SafeKey,” along with the appropriate registered trademark ®/SM symbol* at the first mention of American Express SafeKey on each web page or printed page. Never alter the arrangement of the words and never abbreviate American Express SafeKey. For example, SafeKey by American Express and AESK must not be used.

We recommend using the full name, “American Express SafeKey,” at all times. However, upon first mention of the full name on each page, “SafeKey” can then be used to identify the feature. SafeKey must always appear as one word in upper- and lowercase letters, with a capital “S” and “K” and the remaining letters in lowercase in headlines and body copy. Use of American Express SafeKey in all caps should be avoided.

The American Express SafeKey wordmark must always appear in English and never be translated into other languages.

*Please visit www.amexsafekey.com for an up-to-date list of proper registered trademark symbols according to country.

SafeKey Wordmark



SAFEKEY REGISTERED (®) WORDMARK



SAFEKEY REGISTERED (SM) WORDMARK



The American Express SafeKey mark must appear as shown above. Adhere to the following reproduction specifications when using the American Express SafeKey mark as a feature identifier. Please visit www.amexsafekey.com for an up-to-date list of proper registered trademark symbols according to country.

Electronic artwork is available in the Downloads section of the American Express Brand Site: www.amexglobalbrand.com.

COLOR PALETTE SPECIFICATIONS

COATED COLOR SPECIFICATIONS

AE Core Blue C 2757C	Dark Gray C Cool Gray 11C	Gray C Cool Gray 8C
C: 100 M: 90 Y: 0 K: 30	C: 48 M: 22 Y: 24 K: 66	C: 23 M: 11 Y: 13 K: 41

UNCOATED COLOR SPECIFICATIONS

AE Core Blue U 2757U	Dark Gray U Cool Gray 11U	Gray U Cool Gray 8U
C: 100 M: 70 Y: 0 K: 10	C: 15 M: 0 Y: 0 K: 60	C: 10 M: 0 Y: 0 K: 50

RGB COLOR SPECIFICATIONS

AE Core Blue #002663	Dark Gray #4D4F53	Gray #8B8D8E
R: 0 G: 38 B: 99	R: 77 G: 79 B: 83	R: 139 G: 141 B: 142

SafeKey Wordmark

Electronic artwork is available in the Downloads section of the American Express Brand Site: www.amexglobalbrand.com.



- EPS** amx_sk_spot_c.eps
amx_sk_spot_u.eps
amx_sk_cmyk_c.eps
amx_sk_cmyk_u.eps
amx_sk_rgb.eps
- PNG** amx_sk_rgb_150.png
amx_sk_rgb_300.png
- JPEG** amx_sk_rgb.jpg
- GIF** amx_sk_rgb.gif



- EPS** amx_sk_grysc_l_c.eps
amx_sk_grysc_l_u.eps



- EPS** amx_sk_cmyk_wht.eps
amx_sk_rgb_wht.eps
- PNG** amx_sk_rgb_wht_150.png
amx_sk_rgb_wht_300.png
- GIF** amx_sk_rgb_wht.gif

Note: Artwork has no background and is shown on a background color as an example.

MINIMUM SIZE FOR PRINT



PREFERRED MINIMUM SIZE FOR DIGITAL



LIMITED MINIMUM SIZE FOR DIGITAL



FILE NOMENCLATURE

amex_sk_cmyk_c.eps

identifier:	color:	file format:
amex_sk American Express SafeKey	spot_c spot color (PMS), coated	.eps EPS vector file for print
amex_skr American Express SafeKey®	spot_u spot color (PMS), uncoated	150.png PNG raster file, 150ppi, with a transparent background
amex_sksm American Express SafeKey™	cmyk_c process color, coated	300.png PNG raster file, 300ppi, with a transparent background
	cmyk_u process color, uncoated	.jpg JPEG raster file, 300ppi
	grysc_l grayscale, coated stock	.gif GIF raster file, 72ppi
	grysc_u grayscale, uncoated stock	
	rgb RGB	

CLEAR SPACE



SafeKey Registered (®) Wordmark



- EPS** amx_skr_spot_c.eps
amx_skr_spot_u.eps
amx_skr_cmyk_c.eps
amx_skr_cmyk_u.eps
amx_skr_rgb.eps
- PNG** amx_skr_rgb_150.png
amx_skr_rgb_300.png
- JPEG** amx_skr_rgb.jpg
- GIF** amx_skr_rgb.gif



- EPS** amx_skr_grysc_l.c.eps
amx_skr_grysc_u.c.eps



- EPS** amx_skr_cmyk_wht.eps
amx_skr_rgb_wht.eps
- PNG** amx_skr_rgb_wht_150.png
amx_skr_rgb_wht_300.png
- GIF** amx_skr_rgb_wht.gif

Note: Artwork has no background and is shown on a background color as an example.

MINIMUM SIZE FOR PRINT



PREFERRED MINIMUM SIZE FOR DIGITAL



LIMITED MINIMUM SIZE FOR DIGITAL



FILE NOMENCLATURE

amex_sk_cmyk_c.eps

identifier:	color:	file format:
amex_sk	American Express SafeKey	.eps EPS vector file for print
amex_skr	American Express SafeKey®	150.png PNG raster file, 150ppi, with a transparent background
amex_sksm	American Express SafeKey™	300.png PNG raster file, 300ppi, with a transparent background
	spot_c spot color (PMS), coated	.jpg JPEG raster file, 300ppi
	spot_u spot color (PMS), uncoated	.gif GIF raster file, 72ppi
	cmyk_c process color, coated	
	cmyk_u process color, uncoated	
	grysc_l grayscale, coated stock	
	grysc_u grayscale, uncoated stock	
	rgb RGB	

CLEAR SPACE



SafeKey Service Mark (SM) Wordmark



- EPS** amx_sksm_spot_c.eps
amx_sksm_spot_u.eps
amx_sksm_cmyk_c.eps
amx_sksm_cmyk_u.eps
amx_sksm_rgb.eps
- PNG** amx_sksm_rgb_150.png
amx_sksm_rgb_300.png
- JPEG** amx_sk_rgb.jpg
- GIF** amx_sk_rgb.gif



- EPS** amx_sksm_grysc_l_c.eps
amx_sksm_grysc_l_u.eps



- EPS** amx_sksm_cmyk_wht.eps
amx_sksm_rgb_wht.eps
- PNG** amx_sksm_rgb_wht_150.png
amx_sksm_rgb_wht_300.png
- GIF** amx_sksm_rgb_wht.gif

Note: Artwork has no background and is shown on a background color as an example.

MINIMUM SIZE FOR PRINT



PREFERRED MINIMUM SIZE FOR DIGITAL



LIMITED MINIMUM SIZE FOR DIGITAL



FILE NOMENCLATURE

amex_sk_cmyk_c.eps

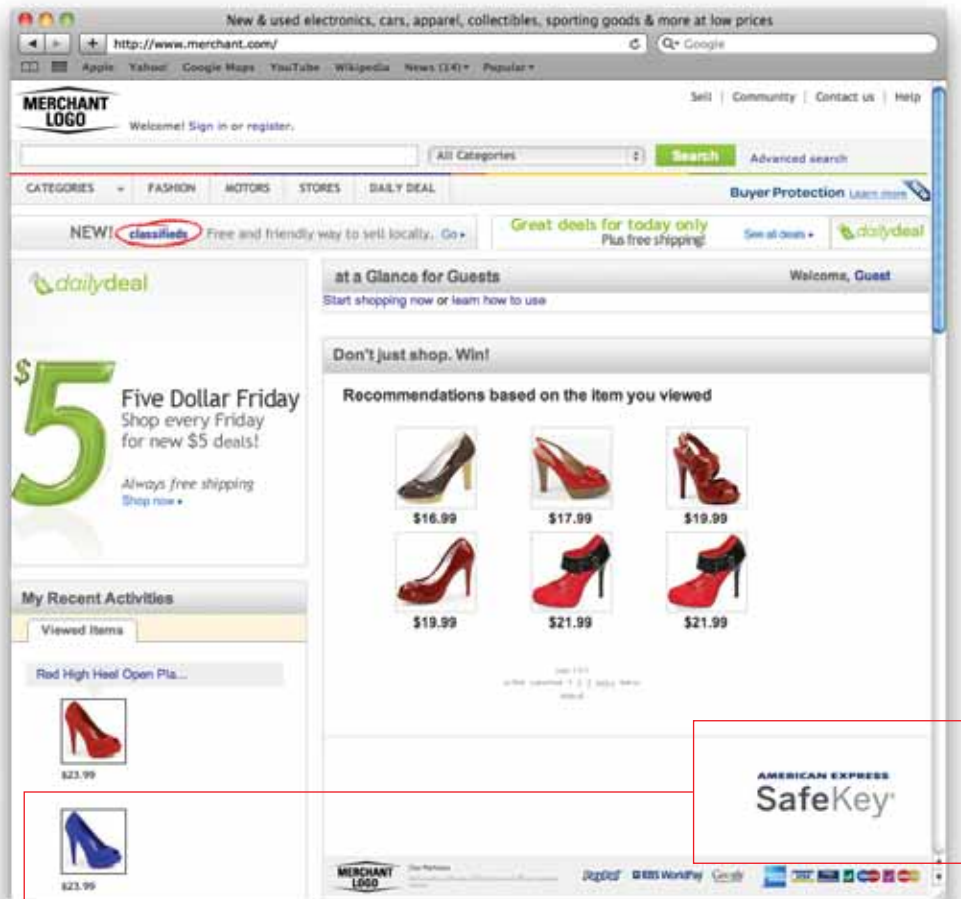
identifier:	color:	file format:
amex_sk	American Express SafeKey	.eps EPS vector file for print
amex_skr	American Express SafeKey®	150.png PNG raster file, 150ppi, with a transparent background
amex_sksm	American Express SafeKey SM	300.png PNG raster file, 300ppi, with a transparent background
	spot_c spot color (PMS), coated	.jpg JPEG raster file, 300ppi
	spot_u spot color (PMS), uncoated	.gif GIF raster file, 72ppi
	cmyk_c process color, coated	
	cmyk_u process color, uncoated	
	grysc_l grayscale, coated stock	
	grysc_u grayscale, uncoated stock	
	rgb RGB	

CLEAR SPACE



Merchant Website: Logo Placement Requirements

HOMEPAGE



SERVICE DESCRIPTION PAGE



Arial, 16pt

Arial, 12pt/17pt

Text is colored in White / R255 G255 B255 / Hex# FFFFFFFF

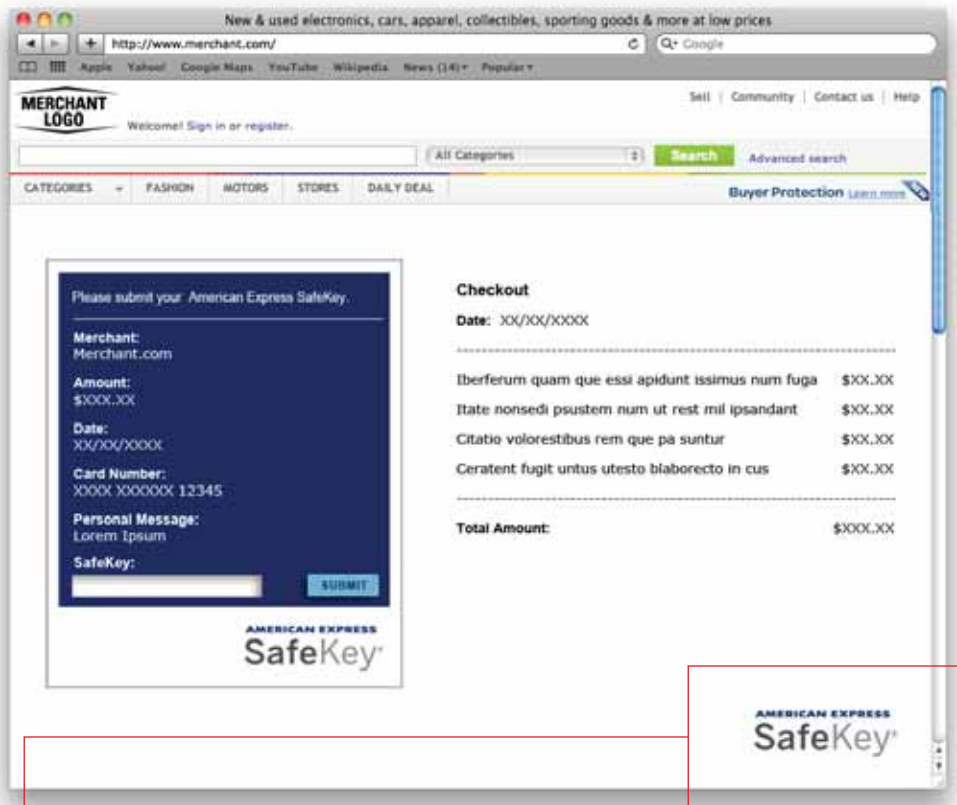
Background is colored in AE Core Blue PMS 2757 / R0 G38 B99 / Hex# 002663

Window is 390 pixels x 465 pixels

Always place the logo in the right-hand bottom corner of the window page with sufficient clear space from the main area and right side of the browser edge as well as above the acceptance logo footer. When displaying multiple 3DS card scheme logos, scale the SafeKey logo so it is equal in size to competitor logos. Always surround the logo with at least the minimum amount of clear space.

Merchant Website: Logo Placement Requirements

MERCHANT CHECKOUT PAGE

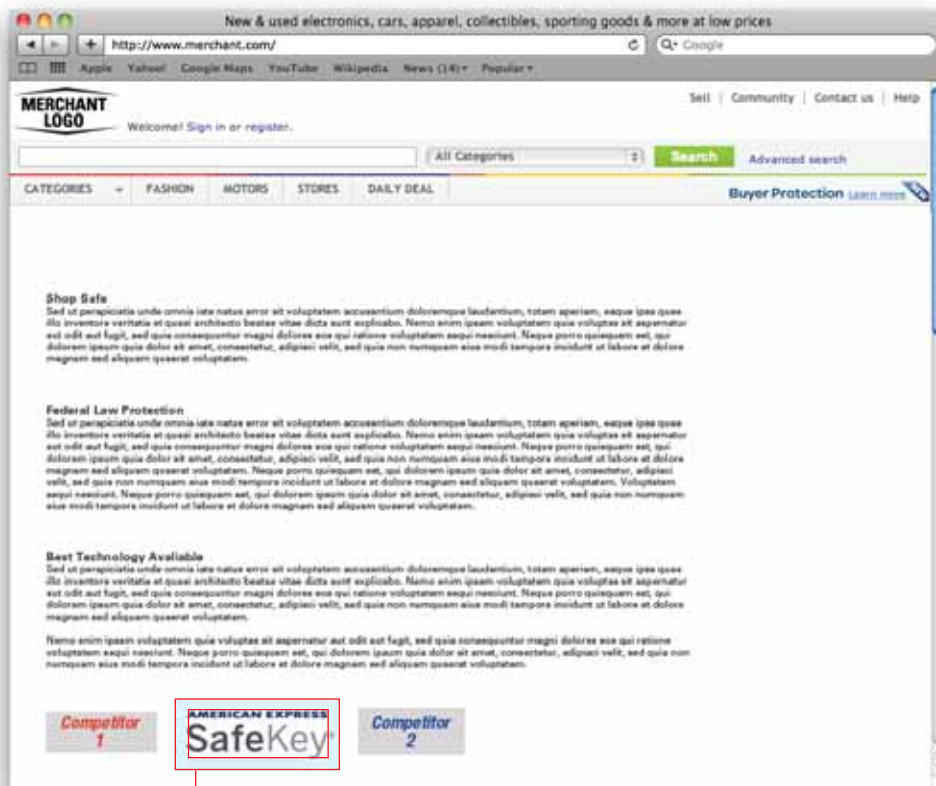


Always place the logo in the right-hand bottom corner of the window page with sufficient clear space from the right side. When displaying multiple 3DS card scheme logos, scale the SafeKey logo so it is equal in size to competitor logos. Always surround the logo with at least the minimum amount of clear space.

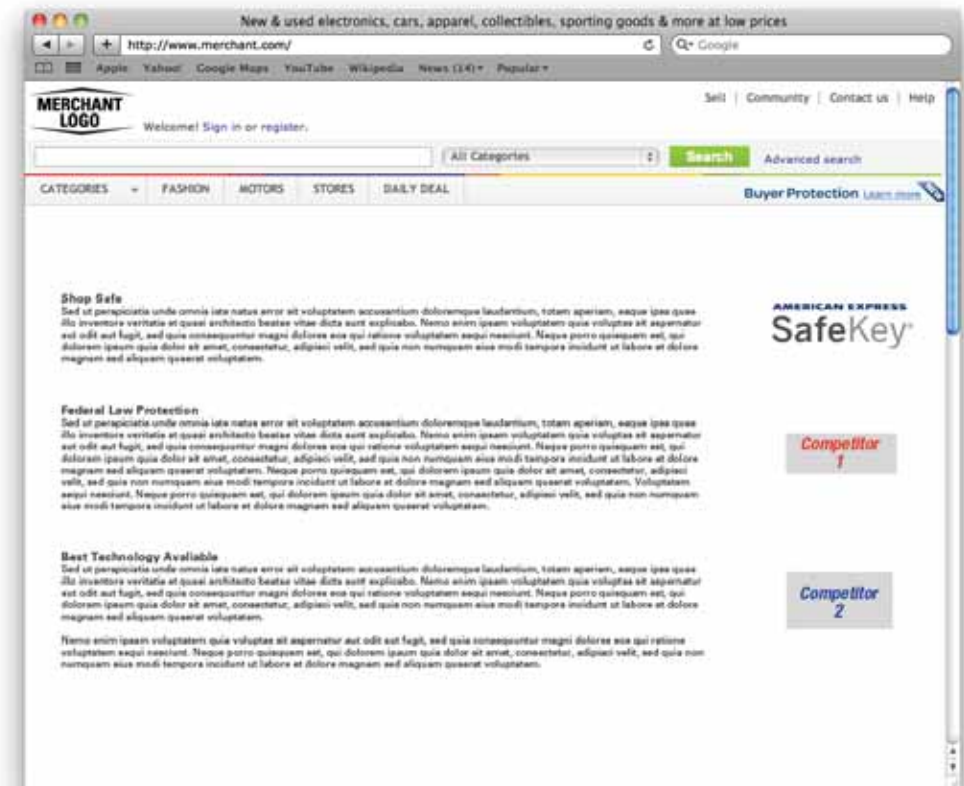
Certifications Page Clear Space/Minimum Size in Context

MERCHANT CERTIFICATION VERIFICATION PAGE

Version 1: Horizontal logo layout



Version 2: Vertical logo layout



When displaying multiple logos, always surround them by at least the minimum amount of clear space.

When appearing on the same page as competitor logos, its height and/or width should be consistent with each competitor logo.

Cardmember Interaction Dialogue Box

The image shows a dialog box for submitting an American Express SafeKey. The dialog box has a dark blue background and contains the following text and elements:

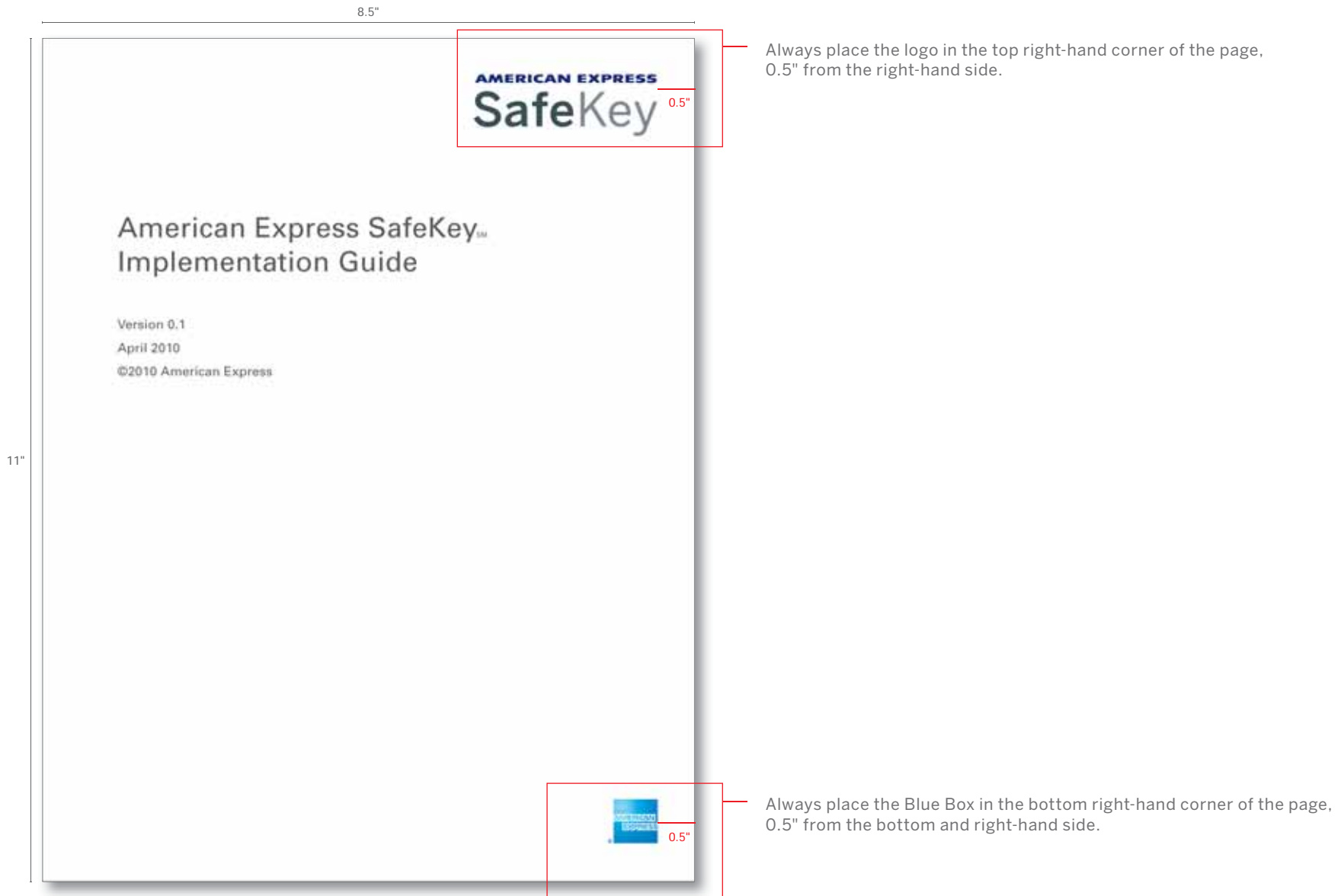
- ISSUER LOGO
- Please submit your American Express SafeKey.
- Merchant: Merchant.com
- Amount: \$XXX.XX
- Date: XX/XX/XXXX
- Card Number: XXXX XXXXXX 12345
- Personal Message: Lorem Ipsum
- SafeKey:
- SUBMIT button
- Forgot your SafeKey? [click here](#)
- Help Cancel
- AMERICAN EXPRESS SafeKey logo

Design annotations with red lines pointing to specific elements:

- Arial, 14pt (points to the main instruction text)
- Arial Bold, 14pt/15pt (points to the Merchant text)
- Verdana Regular, 14pt/15pt (points to the Amount text)
- Text is colored in White / R255 G255 B255 / Hex# FFFFFFFF (points to the Card Number text)
- Background is colored in AE Core Blue PMS 2757 / R0 G38 B99 / Hex# 002663 (points to the dialog box background)

Window is 390 pixels x 400 pixels

Implementation Guide Cover



Logo Don'ts



Don't change the color of the logo.



Don't change the alignment of the logo.



Don't translate the logo.



Don't stretch the logo.



Don't change the proportion of the logo.



Don't lock up the logo with the American Express Blue Box.



Don't add a drop shadow to the logo.



Don't rearrange the logo.



Don't place the logo on a dark or colored background that competes with it. A white background is recommended.