

# How we LOOK - Essential visual identity elements



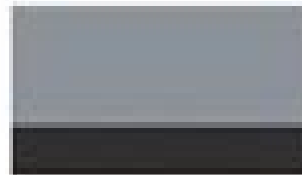
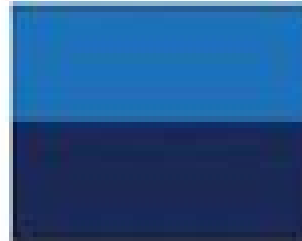
Blue Box logo



alternate logo  
Small space-digital only

**AMERICAN  
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**AMERICAN EXPRESS**  
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## LOGOS OR LOGOTYPE

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

(Centurion Line, Standard Blue Box Line and Colbrand communications can use these)

## BRAND COLOR

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

(Centurion Line and American Express Colbrand-led communications only)

Aa

Guardian

Aa

Benton Sans

## BRAND TYPOGRAPHY

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

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DON'T *live life* WITHOUT IT

DON'T *do business* WITHOUT IT

## TAGLINE

On promotional, offering, and advertising pieces the Tagline is a mandatory element. In transactional or informational pieces where the tagline is too promotional or unnecessary, or in situations with space limitations, the tagline can be eliminated.

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# Amex Brand Guide

**Harsh V. Verma**



## **Amex Brand Guide:**

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Out Prague Guide has been extensively rewritten to reflect the hectic pace of the fast changing Czech capital Resident experts provide an overview of the city s culture and places to visit

This book delves into Amex Brand Guide. Amex Brand Guide is a vital topic that must be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Amex Brand Guide, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:

- Chapter 1: Introduction to Amex Brand Guide
- Chapter 2: Essential Elements of Amex Brand Guide
- Chapter 3: Amex Brand Guide in Everyday Life
- Chapter 4: Amex Brand Guide in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of Amex Brand Guide. The first chapter will explore what Amex Brand Guide is, why Amex Brand Guide is vital, and how to effectively learn about Amex Brand Guide.
3. In chapter 2, this book will delve into the foundational concepts of Amex Brand Guide. This chapter will elucidate the essential principles that must be understood to grasp Amex Brand Guide in its entirety.
4. In chapter 3, the author will examine the practical applications of Amex Brand Guide in daily life. This chapter will showcase real-world examples of how Amex Brand Guide can be effectively utilized in everyday scenarios.
5. In chapter 4, this book will scrutinize the relevance of Amex Brand Guide in specific contexts. This chapter will explore how Amex Brand Guide is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Amex Brand Guide. This chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Amex Brand Guide.

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