

AMERICAN
EXPRESS

DON'T *make creatives* **WITHOUT IT**

AMERICAN EXPRESS

BRAND GUIDELINES

Have you read them?

How often do you read them?



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AVP Internal

Emailer Subject line

- Word limit: Short, crisp concise- 5-8 words
- Tone: Premium, sophisticated
- Main objective to be captured in the first four words
- Should spark curiosity
- Create urgency- Use Don't miss out/Limited time offer

Do's

Discover Access Explore Curated
Exclusive Privilege Experiences

Don't!

Hurry Hurry Too many exclamations
Claim verbiage Generic SLs

Examples of good subject lines

Discover ShopWise | A new e-Voucher shopping experience
Join us for a French soiree at Galeries Lafayette

Emailer Pre header

- Word limit: Short, crisp concise- Aim for 5-8 words
- Tone: Premium, sophisticated
- Should summarize the benefit or continuation of the subject line

MEMBER SINCE

- Word limit: 4-6 words
- Tone: Sophisticated tone
- Should communicate the main benefit
- Check grammar

Headline

Centurion
Power your next drive
with 10X rewards

Platinum
An icon of
innovation with 10X
rewards

Reserve
Your spring
wardrobe styled
with 5X rewards

Good headlines
Your Next Escape Starts Here
A Table Worth Discovering

Bad headlines
Massive Discounts Today
Cheap Dining Deals
Hurry! Buy Now

- Rich clean Indian imagery
- Show in the moment experiences
- Smart casual wardrobes for both consumer and corporates
- Candid not staged- avoid stock images- Prefer Brand box images
- Aspirational travel photography

Imagery

Do's

Relevant images to the benefit
Clean layouts
Rich in the moment imagery

Don'ts!

Cluttered backgrounds, jarring images
Multiple images in one frame
Overly cheerful.
Risque outfits
Cliched images

Body Copy

Word limit- Max in two lines, 10-12 words (**crisp, clear, and concise**)

Tone: Sophisticated and premium

Focus on **what is exclusive for Cardmember**

Crux of the communication

Easy to understand by CMs

Offer fulfilment should be clear

Do's

Curated and thoughtful copy

Direct to the CM

Short and simple

Consistent font sizes

CTA in first scroll

Don'ts!

Very long explanations

No one wants to read long copies!

Complicated verbiage

Very lengthy emailers

CTA

CTA should be **clear and action-oriented**

Examples:

Explore the Offer

Activate Now

Book Your Experience


Learn More

Have one CTA in the first scroll and second in the second scroll to increase CTR's

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Footer

Marketing


Power of Trust


INDIA'S MOST TRUSTED CREDIT CARD BRAND, 10 YEARS IN A ROW
As per 2015, 2016, 2017, 2018, 2019, 2020, 2022, 2023, 2024 and 2025 Brand Trust Report in India by TRA (A Comniscient Group Company)

DON'T *live life* WITHOUT IT™

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Servicing


Power of Trust

INDIA'S MOST TRUSTED CREDIT CARD BRAND, 10 YEARS IN A ROW
As per 2015, 2016, 2017, 2018, 2019, 2020, 2022, 2023, 2024 and 2025 Brand Trust Report in India by TRA (A Comniscient Group Company)

DON'T *live life* WITHOUT IT™

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AMERICAN
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Blueprint

Rich Imagery

Short and
direct HL

Experience unparalleled luxury at The LaLiT. No Images? [View this online](#)

Account ending: 12345

Dear, [Log in](#)


THE LaLiT


Your suite indulgence just got sweeter

The LaLiT Grand Palace Srinagar

Book a suite or a club room for 2 nights and enjoy the 3rd night on us, with complimentary breakfast.

Also enjoy exclusive benefits like:

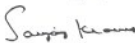
 Dinner on any one night of your stay

 Private butler service

For bookings, please reach out to
Platinum Travel and Lifestyle services at 1800 419 1255.

Turn every stay into something grander with Platinum.

Warm regards,



Sanjay Khanna
Chief Executive Officer
American Express Banking Corp., India
Member Since 1996

[*Terms and Conditions Apply.](#)

GET MORE FROM AMERICAN EXPRESS®

SL: A suite indulgence with LaLiT awaits you!
Pre-header: Experience unparalleled luxury at The LaLiT

Crisp
body copy

Captures the
offer

CTA
highlighted

Overall check with AI

Spell error
Grammar error
Awkward sentences
Amex sophisticated, premium tone
Clarity

MEMBER SINCE

**AMERICAN
EXPRESS**

Annexure

MEMBER SINCE

Photography:

Lead with photography to show people, places, objects and experiences to emphasize our human brand

Principles:

- Use images that show people enjoying experiences that we enable- dining, entertainment, events etc
- People in photography should appear authentic and candid. Avoid posed photos
- Use images with vibrant colours to show the vibrancy of our experiences
- Use photos that evoke a modern, premium look
- Avoid black and white
- Avoid filtered and faded images
- Holiday imagery should be seasonal and secular in nature and avoid direct association with specific cultures or religions.

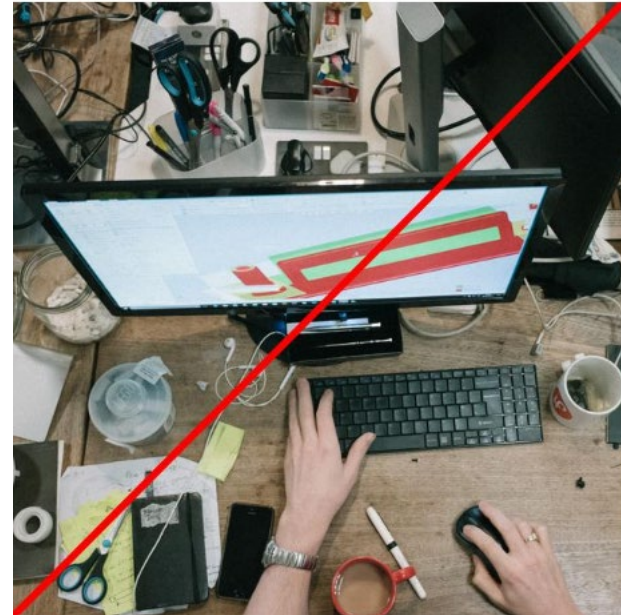


Do's



Centre people enjoying experiences

Don'ts



Busy, messy an unpolished backgrounds

Do's



Emphasize the atmosphere over the drinks when showing alcohol. Include food when possible.

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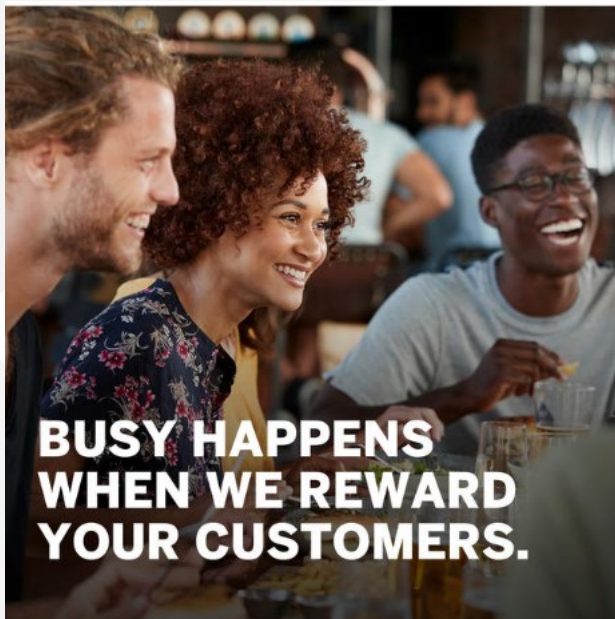
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Don'ts



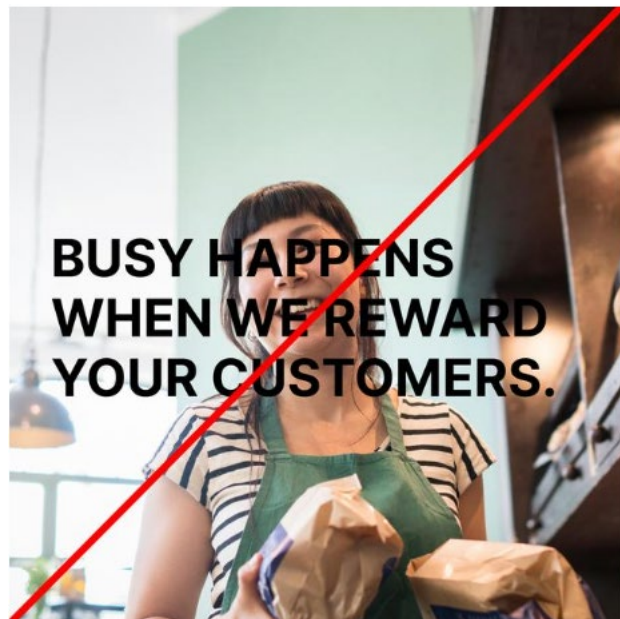
Sole emphasis on alcohol. Do not centre alcohol unless there is an explicit tie (for eg: free drink in lounges)
Avoid excessive drinking , reckless behaviour

Do's



Use gradient overlays with text on photos to ensure copy is legible.

Don'ts



Don't place type directly on a photo asset, or over people's heads or faces.

How to hold a Card in Photography



Finger pinch over Card Member name

Natural pinch on the bottom left side of the Card. It is fine to block the Card Member name if necessary.



Finger pinch between logos

Natural pinch on the right side of the Card that ensures both Amex and any Cobrand/ bank partner logos are visible.



"Claw" edge hold

Natural hold where pointer finger and thumb hold the top and bottom edges so that all Card elements are visible.

Fonts

Finger pinch over Card Member name

Natural pinch on the bottom left side of the Card. It is fine to block the Card Member name if necessary.

Thank you

Optional contact information

