

AMERICAN EXPRESS

American Express SafeKey® Guidelines

October 2020



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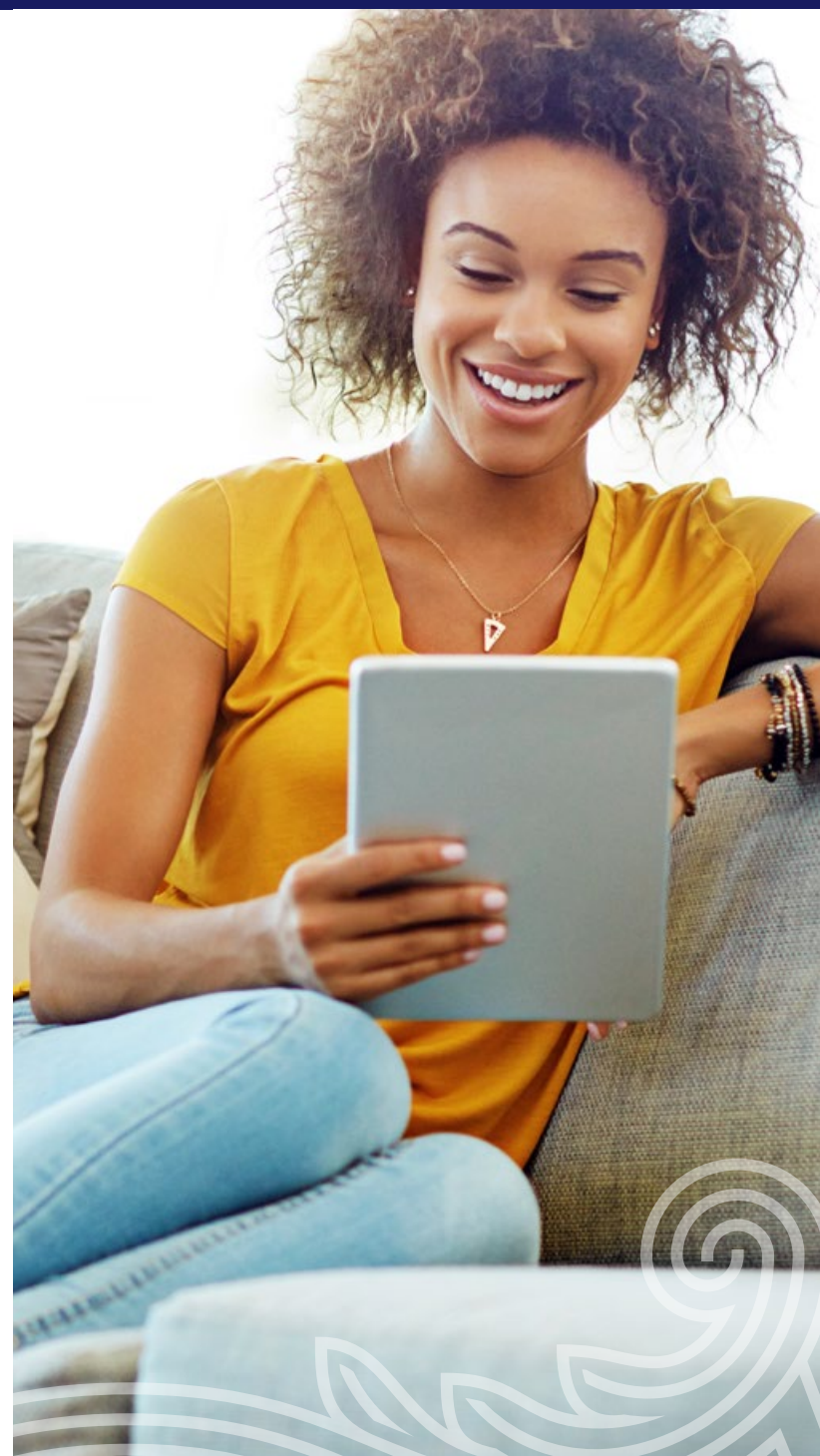
Introduction

The American Express SafeKey® program helps protect Card Members who use a participating merchant's online sales channel. Trademarked, production-ready artwork indicating participation can be displayed on a participant's online store and checkout pages.

SafeKey participants should always follow these guidelines to assure American Express Card Members that their online transactions are processed through the American Express SafeKey program. Adhere to them at all times to deliver a consistent brand image, build brand equity, and increase recognition of American Express in the online marketplace.

To download SafeKey wordmarks found in this guide, please visit www.amexsafekey.com. For questions about the SafeKey program, contact your third-party payment service provider or your American Express representative.

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



How to use the name in copy

Dos

- Always refer to the program by its full name with a register mark at first mention on each web page or printed page: “American Express SafeKey®”
- After the full name is set on the page, the feature or program can be referred to as “SafeKey”
- “SafeKey” should always be one word, with the S and K capitalized

Don'ts

- Never abbreviate (e.g., “AESK”)
- Never use “SafeKey by American Express”
- Never set the program name in all caps
- Never translate “American Express SafeKey” into other languages, whether it appears in running copy or the wordmark

American Express SafeKey Versioning Usage

Always refer to the American Express SafeKey versions with the version number only (not with the letter “v”). For example, “American Express SafeKey 1.0.2” or “American Express SafeKey 2.0.”

SafeKey Wordmark



SafeKey®

Preferred Wordmark: SafeKey Blue Box Lockup

The American Express SafeKey Blue Box Lockup must appear as shown at right. Adhere to these reproduction specifications when using the American Express SafeKey Blue Box Lockup.

Files Available for Print:

- SafeKey_BlueBox_cmyk.ai
- SafeKey_BlueBox_reverse_cmyk.ai

Files Available for Digital:

- SafeKey_BlueBox_rgb.ai
- SafeKey_BlueBox_rgb.png
- SafeKey_BlueBox_rgb.svg
- SafeKey_BlueBox_reverse_rgb.ai
- SafeKey_BlueBox_reverse_rgb.png
- SafeKey_BlueBox_reverse_rgb.svg

GUIDELINES

SafeKey Blue Box Lockup minimum clear space:



Preferred minimum size:



Reverse version only for use on very dark backgrounds.



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

AMERICAN EXPRESS

SafeKey®

Alternative Wordmark:

The American Express SafeKey Alternative Wordmark must appear as shown at right. Adhere to these reproduction specifications when using the American Express SafeKey Alternative Wordmark.

Files Available for Print:

- SafeKey_Alt_cmyk.ai
- SafeKey_Alt_reverse_cmyk.ai
- SafeKey_Alt_gray.ai

Files Available for Digital:

- SafeKey_Alt_rgb.ai
- SafeKey_Alt_rgb.png
- SafeKey_Alt_rgb.svg
- SafeKey_Alt_reverse_rgb.ai
- SafeKey_Alt_reverse_rgb.png
- SafeKey_Alt_reverse_rgb.svg

GUIDELINES

SafeKey Blue Box Lockup minimum clear space:



Preferred minimum size:



Reverse version only for use on very dark backgrounds.



Gray version only for use when color printing is not an option.



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

Wordmark Don'ts



Don't change the color of the wordmark.



Don't condense or stretch the wordmark.



Don't change the alignment of the wordmark.



Don't add a drop shadow to the wordmark.



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



Don't change the proportion of the wordmark.



Don't rearrange the wordmark.



Don't translate the wordmark.



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

Merchant Website: Wordmark Placement Requirements

Clear Space:

When displaying multiple logos or wordmarks, always surround the American Express SafeKey wordmark by at least the minimum amount of clear space.

Sizing:

When appearing on the same page as other 3-D Secure program logos or wordmarks, the SafeKey wordmark must be consistently sized with them.

PC/TABLET BROWSER CHECKOUT PAGE

The screenshot shows a checkout page for a company. The header includes the company logo and links for Log In, Contact, and Help. The main content area is divided into two sections: Payment and Order Summary.

Payment Section:

- Shipping | Delivery | **Billing** | Confirm
- Payment**
- ☒ Pay with Credit Card
- Full Name:
- Card Number:
- MM/YY: CVC:
- Logos:
- ☐ Pay with Gift Card
- ☐ Pay with PayPal

Order Summary Section:

Order Summary	
	Navy Crew Neck \$45
	Striped T-Shirt \$45
	Gray Sweatshirt \$70
<hr/>	
Subtotal	\$160
Tax	\$12
Shipping	\$6
<hr/>	
Total	\$178
<hr/>	
Place Order	

Implementation

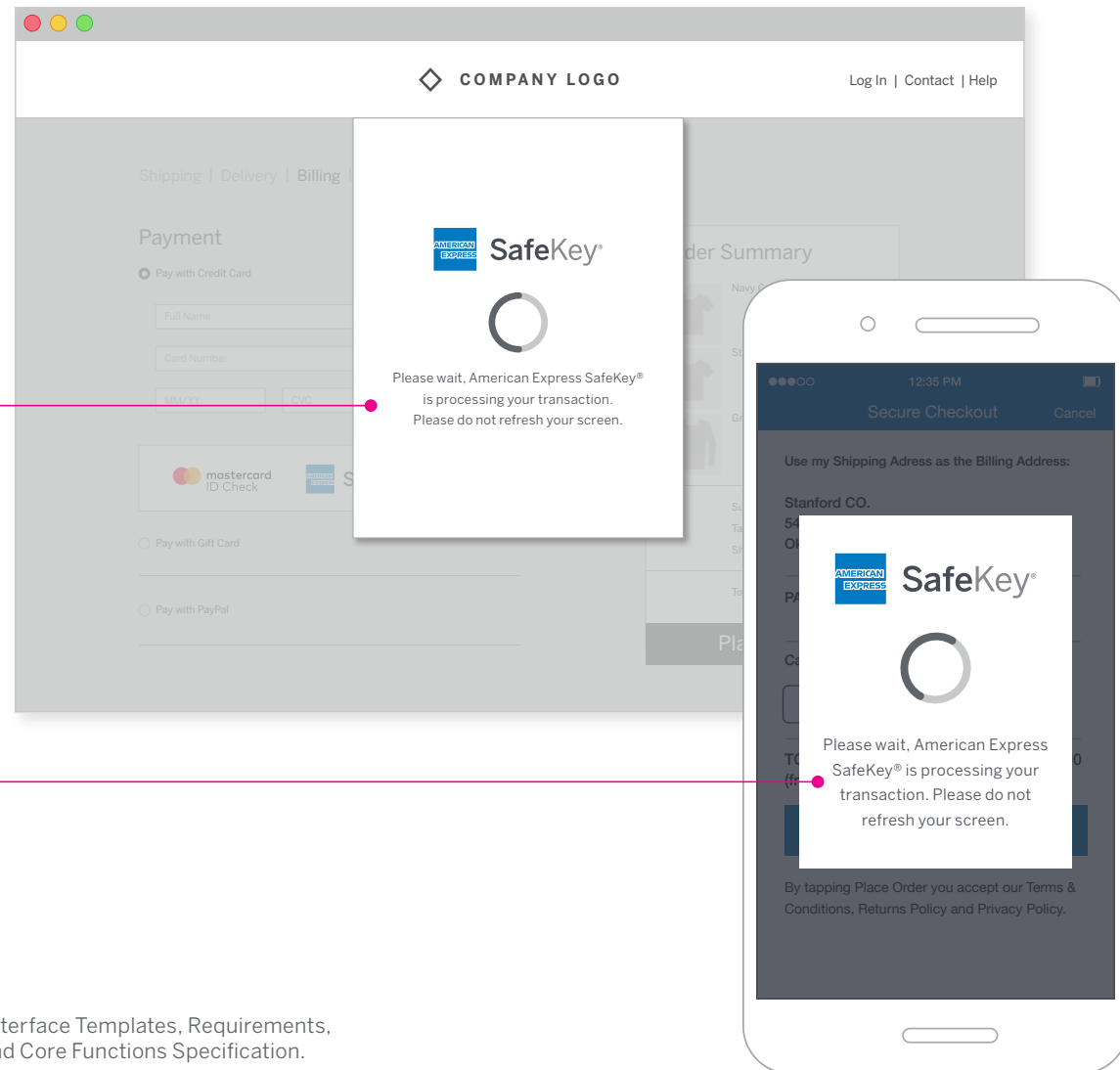
Card Member Processing Screens

Merchant displays Card Member processing screens, which is required.

Optional text:

Optional text may be added to inform the Card Member what is happening, e.g., "Please wait, American Express SafeKey® is processing your transaction. Please do not refresh your screen."

GENERIC CARD MEMBER WEB & MOBILE BROWSER PROCESSING SCREENS



For more information, refer to the EMV® 3-D Secure User Interface Templates, Requirements, and Guidelines chapter of the EMV® 3-D Secure Protocol and Core Functions Specification.

Implementation

Card Member Interaction Window: Web Browser

The Issuer ACS hosts and displays this page via the Merchant's website.

Branding Zone:

The issuing bank logo and SafeKey wordmark must be set here.

Challenge Zone

Information Zone:

It is recommended to have "Help" or "More Information" copy within the Card Member interaction window in an expandable/collapsible area. Please use the approved copy below:

American Express SafeKey® is designed to make online shopping with an American Express® Card more secure. SafeKey can verify you with the use of a one-time passcode or other authentication method, which can help to prevent unauthorized Card use.

To begin or learn more, contact the financial institution that issued your American Express Card.

FOR PC/TABLET BROWSER USER INTERFACES

COMPANY LOGO Log In | Contact | Help

Cancel

○ Issuer Logo SafeKey

Verify Your Payment

We have sent you a text message with a code to your registered mobile number ending in 5329. You are paying Merchant ABC the amount of \$500.00 on 9/23/17.

Enter Your Code

236875

Submit

Resend Code

Need Some Help? ▼

Shipping | Delivery | Billing

Payment

Pay with Credit Card

Full Name

Card Number

MM/YY CVC

Pay with Gift Card

Pay with PayPal

Summary

Navy Crew Neck	\$45
Striped T-Shirt	\$45
Gray Sweatshirt	\$70
Subtotal	\$160
Tax	\$12
Shipping	\$6
Total	\$178

Place Order

This image is for demonstration purposes only, Issuers should use their own branding in the UI design.

For more information, refer to the EMV® 3-D Secure User Interface Templates, Requirements, and Guidelines chapter of the EMV® 3-D Secure Protocol and Core Functions Specification.

Implementation

Card Member Interaction Screen for App-Based HTML and Mobile Browsers

The Issuer ACS provides this user interface via the Merchant's native app or mobile website.

Branding Zone:

The issuing bank logo and SafeKey wordmark must be set here.

Challenge Zone

Information Zone:

It is recommended to have “Help” or “More Information” copy within the Card Member interaction window in an expandable/collapsible area. Please use the approved copy below:


American Express SafeKey® is designed to make online shopping with an American Express® Card more secure. SafeKey can verify you with the use of a one-time passcode or other authentication method, which can help to prevent unauthorized Card use.

To begin or learn more, contact the financial institution that issued your American Express Card.

GENERIC CARD MEMBER SAFEKEY HTML INTERACTION WINDOW

12:35 PM

Secure Checkout Cancel

○ Issuer Logo  SafeKey®

Purchase Authentication

We have sent you a text message with a code to your registered mobile number ending in 5329. You are paying Merchant ABC the amount of \$500.00 on 9/23/17.

Enter Your Code

236875

Submit

Resend Code

Need Some Help? ▾

This image is for demonstration purposes only. Issuers should use their own branding in the UI design.

Implementation

Card Member Interaction Screen for Native App

Merchant app provides this user interface via their native app.

Branding Zone:

The issuing bank logo and SafeKey wordmark must be set here.

Challenge Zone

Information Zone:

It is recommended to have “Help” or “More Information” copy within the Card Member interaction window in an expandable/collapsible area. Please use the approved copy below:

American Express SafeKey® is designed to make online shopping with an American Express® Card more secure. SafeKey can verify you with the use of a one-time passcode or other authentication method, which can help to prevent unauthorized Card use.

To begin or learn more, contact the financial institution that issued your American Express Card.

GENERIC CARD MEMBER INTERACTION WINDOW

The image shows a mobile app interface for a 'Secure Checkout' screen. At the top, there's a status bar with the time '12:35 PM' and battery level. Below that, a blue header bar contains 'Secure Checkout' and a 'Cancel' button. The main content area is divided into three sections. The first section, 'Branding Zone', contains an 'Issuer Logo' placeholder and the 'SafeKey' wordmark. The second section, 'Challenge Zone', is titled 'Verify by Phone' and contains a message: 'We have sent you a text message with a secure code to your registered mobile number ending in *****239'. Below this is a text input field with the code '236875', a blue 'Submit' button, and a 'Resend Code' button. The third section, 'Information Zone', is titled 'Need Some Help?' and contains a paragraph of text explaining SafeKey and a link to contact the financial institution. The screen is framed by a light gray border representing a smartphone.

This image is for demonstration purposes only. Issuers should use their own branding in the UI design.