

# HTML Guidelines: Generic Email

○ Insert Masthead here

[Participant Masthead]

○ Replace [%%DBA%%] with your customer's name or dynamic tag that pulls in [Business Name]

○ Character limit: 50

- Font-size: 16px
- Line-height: 22px
- Font-family: Arial
- Color: #000000
- Font-weight: bold for [%%DBA%%] and normal for copy below

○ Hyperlink **OptBlue®** with <https://www.optblue.com> or your partner link

- Font-weight: bold
- Text-decoration: underline
- Color: #006890

○ Module copy

- Font-size: 20px
- Line-height: 22px
- Font-family: Arial
- Color: #002663
- Font-weight: normal
- Text-align: center

○ Hyperlink "Click to learn more" with <https://americanexpress.com/signage>

○ Insert your photo image source

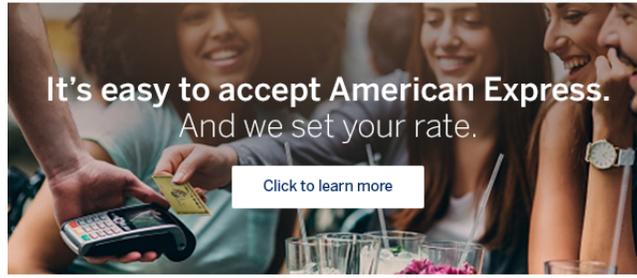
○ Insert your phone number and email

- Font-size: 11px
- Line-height: 20px
- Font-family: Arial
- Color: #000000
- Font-weight: normal
- Text-align: center

○ Hyperlink "Learn more about OptBlue." with <https://www.optblue.com> or your partner link

- Font-size: 11px
- Line-height: 20px
- Font-family: Arial
- Color: #0000ff
- Font-weight: normal
- Text-align: center

○ Remove [NEED CONTENT] and insert Terms and Conditions here



[DBA],  
**OptBlue®** makes accepting American Express® Cards easy. We set your rate, just like we do for the other card brands you accept. You're already set up, so begin giving your customers a choice today. [participant to add description of pricing information]

OptBlue is the change to card acceptance you've been looking for. And we're proud to bring you...

 <b>One fast payment</b> <small>Get paid at the same time as your other card brands</small>	 <b>One service contact</b> <small>We can answer questions for every card you accept through us</small>	 <b>One simple statement</b> <small>Get one statement from us for all the credit cards you accept</small>
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**Start welcoming American Express Card Members today!**

[Click to learn more](#)



Looking for signage to show you accept? Get free signs and supplies for your storefront and website at [AmericanExpress.com/signage](https://AmericanExpress.com/signage).



1-800-XXX-XXXX  
 email@email.com

[Learn more about OptBlue.](#)

[Participant Logo]

Tell us what you think. Share your [feedback](#) on this communication. XXXXXXXXXXXXXXXX

[Privacy Statement](#) | [Add Us to Your Address Book](#) | [Unsubscribe](#)

This email advertisement was sent to: %email%.

[Terms and Conditions](#)

NEED CONTENT

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○ Choose between provided images in Image Library

○ Hyperlink image with <https://americanexpress.com/signage>

○ Replace [participant to add description of pricing information] with your unique information.

○ Character limit: 75

○ Module intro copy

- Font-size: 17px
- Line-height: 22px
- Font-family: Arial
- Color: 4d4f53
- Font-weight: normal
- Text-align: center
- Background-color: #ced1d6

○ 3 columns copy

- Font-size: 14px
- Line-height: 20px
- Font-family: Arial
- Color: #4d4f53
- Font-weight: bold for titles and normal for supporting copy

○ "Looking for..."

- Font-size: 18px
- Line-height: 22px
- Font-family: Arial
- Color: #002663
- Font-weight: normal
- Text-align: left

○ "Get free signs...."

- Font-size: 16px
- Line-height: 24px
- Font-family: Arial
- Color: #231f20
- Font-weight: normal
- Text-align: left

○ Hyperlink "AmericanExpress.com/signage" with <https://americanexpress.com/signage>

- Color: # 0000ff
- Text-decoration: underline

○ Hyperlink "feedback" with your partner link or delete if you do not wish to include.

○ Replace "LITCODE" with your unique campaign identifier or delete if you do not wish to include