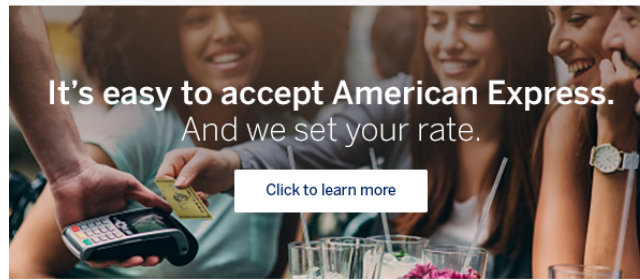


# HTML Guidelines: Generic Email

- 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
  - Text-align: center
- Hyperlink **OptBlue®** with <https://www.optblue.com> or your partner link
  - Font-weight: bold
  - Text-decoration: underline
  - Color: #006890

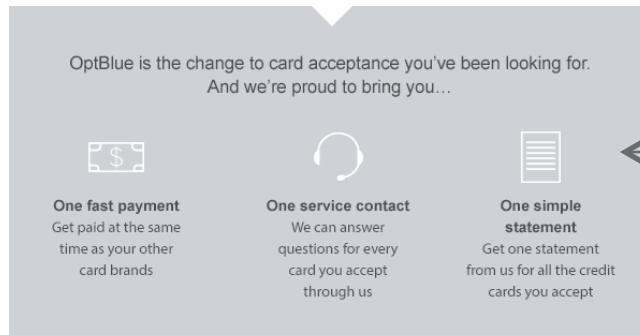


- Choose between provided images in Image Library
- Hyperlink image with <https://americanexpress.com/signage>

[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]

- Replace [participant to add description of pricing information] with your unique information.
- Character limit: 75

- 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>



- 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

Start welcoming American Express Card Members today!

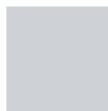
Click to learn more

- 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



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).

- "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

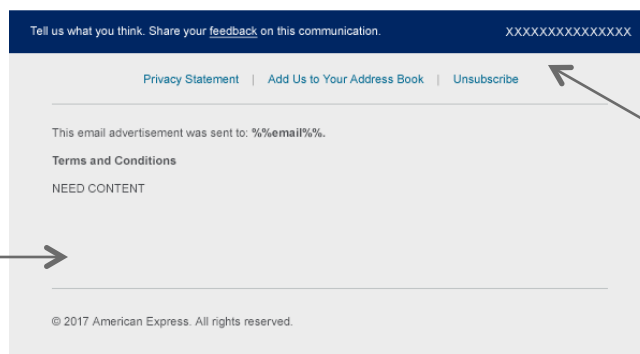


1-800-XXX-XXXX  
email@email.com

[Learn more about OptBlue.](#)

[Participant Logo]

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



- 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