


# API GUIDE: **CORPORATE LOGOS**

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This document provides an outline to the Benzinga.com API access to Corporate Logos. For further information, please visit our website: [benzinga.com](http://benzinga.com) or call 877-440-ZING (9464)

A decorative graphic at the bottom of the page consisting of two horizontal lines. The top line is blue and the bottom line is orange. Both lines are slightly offset to the right, creating a sense of movement or a stylized underline.

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# INTRODUCTION

The Benzinga Corporate Logo API is designed to be flexible with client sizing requirements. Custom filters can be applied to resize the logos and each logo returns a variety of identifiers like isin and cusip.

## RESOURCE

[GET /api/v1/logos](#)

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`http(s)://api.benzinga.com/api/v1/logos?<Parameters>`

## RETURN TYPES

Data will be provided in XML or JSON form. Upon success, it will return event data for specific calendars. XML or JSON may be selected by passing the proper header. XML is current default.

JSON Accept Header

```
Accept: application/json
```

## PARAMETERS

| Parameter                  | Type   | Format/<br>Options | Description  |
|----------------------------|--------|--------------------|--|
| token<br><b>REQUIRED</b>   | STRING |                    | Client API Token   |
| symbols<br><b>REQUIRED</b> | STRING |                    | A list of ticker symbols separated by a comma (.). Limit 50 tickers per request.       |
| filters<br>optional        | STRING |                    | A list of client-specific filters to be applied. Filters are separated by a comma (.). |

## RESULT DATA

| Response | Type   | Expected<br>Format | Null | Description |
|----------|--------|--------------------|------|-------------|
| logos    | STRUCT |                    | Y    |             |

## LOGOS STRUCT

| Response | Type   | Expected<br>Format | Null | Description                                     |
|----------|--------|--------------------|------|---|
| security | STRUCT |                    | N    | Security Identifier                             |
| created  | INT    | 123456789          | N    | Created timestamp, UTC                          |
| updated  | INT    | 123456789          | N    | Last updated timestamp, UTC                     |
| files    | STRUCT |                    | Y    | List of files available for the listed security |

**LOGOS/security** STRUCT

| Response | Type   | Expected Format | Null | Description      |
|----------|--------|-----------------|------|------------------|
| symbol   | STRING |                 | N    |                  |
| exchange | STRING |                 | N    |                  |
| name     | STRING |                 | N    | Name of Security |
| cik      | STRING |                 | Y    |                  |
| isin     | STRING |                 | Y    |                  |
| valoren  | STRING |                 | Y    |                  |
| cusip    | STRING |                 | Y    |                  |

**LOGOS/file** STRUCT

| Response             | Type   | Expected Format | Null | Description  |
|----------------------|--------|-----------------|------|--|
| original             | STRING |                 | Y    | Original File  |
| 90x60_white          | STRING |                 | Y    | Resized 90x60, full color with a white or transparent background |
| 90x60_grayscale      | STRING |                 | Y    | Resized 90x60, grayscaled with a white or transparent background |
| <custom_filter>, ... | STRING |                 | Y    | One or most custom filters                                       |

## EXAMPLES

The Benzinga API can be returned in either XML or JSON format. XML is the default return method. To return JSON, please refer to Return Types on page 3. The query string format and parameters remain the same between both outputs formats. Below are two examples of each return type.

### XML RETURN VALUE

```
http://api.benzinga.com/api/v1/logos?token=TOKEN&symbol=AAPL,F
```

```
<?xml version="1.0" encoding="utf-8"?>
<result>
  <logos is_array="true">
    <item>
      <security>
        <symbol>AAPL</symbol>
        <cik>320193</cik>
        <name>Apple Inc. - Common Stock</name>
        <exchange>NASDAQ</exchange>
      </security>
      <created>1390517674</created>
      <updated>1390529790</updated>
      <files>
        <original>http://www.benzinga.com/files/ticker-logos/std/
AAPL_0.gif</original>
        <_90x60_white>http://www.benzinga.com/files/
imagecache/90x60_white/ticker-logos/AAPL_0.gif</_90x60_white>
        <_90x60_grayscale>http://www.benzinga.com/files/
imagecache/90x60_grayscale/ticker-logos/std/AAPL_0.gif</_90x60_
grayscale>
      </files>
    </item>
    <item>
      <security>
        <symbol>F</symbol>
        <cik>37996</cik>
        <name>Ford Motor Company Common Stock</name>
        <exchange>NYSE</exchange>
      </security>
      <created>1390519064</created>
      <updated>1390531259</updated>
      <files>
        <original>http://www.benzinga.com/files/ticker-logos/
std/F_0.gif</original>
        <_90x60_white>http://www.benzinga.com/files/
imagecache/90x60_white/ticker-logos/std/F_0.gif</_90x60_white>
        <_90x60_grayscale>http://www.benzinga.com/files/
imagecache/90x60_grayscale/ticker-logos/std/F_0.gif</_90x60_
grayscale>
      </files>
    </item>
  </logos>
</result>
```

**JSON RETURN VALUE**

```
http://api.benzinga.com/api/v1/logos?token=TOKEN&symbol=AAPL,F,MISSING
```

```
{
  "logos": [
    {
      "security": {
        "symbol": "F",
        "cik": "37996",
        "name": "Ford Motor Company Common Stock",
        "exchange": "NYSE"
      },
      "created": 1390519064,
      "updated": 1390531259,
      "files": {
        "original": "http://www.benzinga.com/files/ticker-logos/std/F_0.gif",
        "90x60_white": "http://www.benzinga.com/files/imagecache/90x60_white/ticker-logos/std/F_0.gif",
        "90x60_grayscale": "http://www.benzinga.com/files/imagecache/90x60_grayscale/ticker-logos/std/F_0.gif"
      }
    },
    {
      "security": {
        "symbol": "AAPL",
        "cik": "320193",
        "name": "Apple Inc. - Common Stock",
        "exchange": "NASDAQ"
      },
      "created": 1390517674,
      "updated": 1390529790,
      "files": {
        "original": "http://www.benzinga.com/files/ticker-logos/std/AAPL_0.gif",
        "90x60_white": "http://www.benzinga.com/files/imagecache/90x60_white/ticker-logos/std/AAPL_0.gif",
        "90x60_grayscale": "http://www.benzinga.com/files/imagecache/90x60_grayscale/ticker-logos/std/AAPL_0.gif"
      }
    }
  ]
}
```