

KPM STYLE GUIDE

For Kroger Ad Platform



Guidelines

Site templates include homepage hero, skinny espot and web carousel card, while native templates are for mobile app heroes and app carousel cards only.

These sizes are set for each available template and should not be altered.

HEADLINE

Headlines should be no longer than 30 characters and should not be redundant with any copy in the image. **Use Title Case* with no end punctuation. Refrain from all-caps type for the entire headline.**

SUBTEXT (BODY) COPY

Limit subtext copy to 55 characters max. We recommend 2 lines of subtext copy for heroes and no more than 1 line for Native/Mobile App Hero and Skinny Espots, given limited space. **Subtext copy should be Sentence Case with punctuation.**

*In Title Case, capitalize all words except: and, as, as if, as long as, at, but, by, even if, for, from, if, if only, in, into, like, near, now that, nor, of, off, on, on top of, once, onto, or, out of, over, past, so, so that, than, that, the, till, to, up, upon, with, when, yet

CALL TO ACTION (CTA) LINK

CTAs should be 2-3 words and be descriptive of the content the customer will see (e.g., Clip Coupon, Watch the Video, Check Out Recipes). **Use Title Case, no punctuation.**

ALT TEXT

This text is tied to the image. It will display if images are disabled, fails to load, or if the site is being read using text-to-speech accessibility software. If an image contains text, the alt text should be reflective of that copy. Do not put all-caps copy, as screen reader software spells out all-caps words letter by letter.

IMAGE BACKGROUND CONSIDERATIONS

Brand colors, graphics and lifestyle imagery are acceptable for background image use, but will be evaluated to ensure accessibility and alignment with our color standards.** **Keep backgrounds simple and clean around text. Refrain from all-white or all-black backgrounds.**

COLOR CONTRAST

Contrast and color use are vital to accessibility. Use high contrast colors between text and background colors so content is easily readable for users with visual impairments. Follow WCAG standards for color contrast ratios.**

**To check your color contrast, you can visit: <https://webaim.org/resources/contrastchecker/>

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Tone of Voice

Copy should be uplifting and upbeat, per Kroger Tone of Voice

- Suggestive rather than directive
- Avoid copy that assumes customer can be identified by: lifestyle, activities, demographics, or gender
- Avoid provocative statements
- Avoid competitive language (toward other products or retailers)
- Do not direct customers to external websites, memberships, or rewards programs
- Do not include social media hashtags
- Do not include phone numbers or email addresses
- Avoid using phrases or taglines that may be trademarked by competing retailers (e.g. "Just for You")
- Avoid "So we've sent you these savings" or "We're sending you these savings"
- Avoid capitalizing words with the exception of FREE, OFF and SAVE. These should be all-capped when used in subject lines, preheader text, headlines or subtext copy. Please do not all-cap words outside of these three instances and four areas. NEW and SALE can no longer be in all-caps
- Avoid mentioning specific product pricing and/or location unless approved by a Category Manager
- Include digital coupon savings in headline, where applicable
- When driving media to a coupon, include a digital coupon call out in the copy (e.g. "Save \$X on Product with digital coupon") or use the "Clip Coupon" CTA. This helps prime our Customer to take the next step and load the offer to their card
- When calling out savings within any subtext copy, should say "with your Card" and "with your digital coupon" so copy sounds more personal/thoughtful

Do not include copyrights or disclaimers, unless legally necessary (documentation required). When legally necessary, limit to 125 characters. If a savings or promotion is being advertised, please include "Valid xx/xx to xx/xx" within the disclaimer field.

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Competing Retailer Language to Avoid

- Ahold Delhaize
 - Food Lion: MVP Customer, “Shop, Swipe, and Save”
 - Giant: BONUSCARD®
 - Hannaford: My Hannaford Rewards
 - Stop & Shop: None
- Albertsons: just 4 U, Club Card, Preferred Card, Grocery Rewards
- Aldi: None
- Amazon: Amazon Prime, Amazon Smile
- Costco: Gold Star Member, Gold Star Executive Member
- H-E-B: Points Club Rewards®
- Hy-Vee: Fuel Saver + Perks, Comeback Bonus Bucks, Hy-Vee Deal\$®, Hy-Vee Aisles Online®
- Meijer: mPerks®
- Price Chopper: AdvantEdge Card
- Publix: None
- Safeway: just 4 U, Gas Rewards
- Target: REDcard, Target Restock (delivery), GiftNow®, Cartwheel (app, name being retired), “Expect More. Pay Less.”
- Trader Joe’s: Fearless Flyer® (circular) Wakefern
- Food Corp.: None
- ShopRite: Price Plus® Club Card, SavingStar® (3rd party partner), Downtime Dollar\$
- Price Rite: MyPriceRite
- The Fresh Grocer: Price Plus® Club
- WalMart: Savings Catcher®, “Save Money. Live Better.”
- Sam’s Club: None
- Wegmans: Shoppers Club
- Whole Foods: Rewards (defunct, replaced by Amazon Prime)
- WinCo: None
- Winn-Dixie: SE Grocers rewards card, Winn-Dixie Customer Reward Card (defunct)

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Targeted On-Site Ads

IN-STORE TARGETED ON-SITE ADS

Because in-store mode can only be triggered if a shopper is in/near the store, there are specific guidelines below to ensure we are not confusing the shopper or hindering their experience.

CREATIVE

No Pickup/Ship/Delivery modality message; cannot call out promotion unless confirmed by Category Manager; in-store location should be broad and applicable for all divisions reached (e.g. product now located in produce section vs. product now located in aisle 8).

CLICK-THROUGH AND CTA

Recommended CTA: Shop Now. Click-through must be app friendly and therefore only product lists should be used at this time (no brand shops).

REGIONAL ADS

Only to be shown in relevant markets (e.g. TOA creative features a local team partnership).

SAVINGS PLACEMENT

Savings TOA are displayed within the banner.com savings section where customers see other offers as well.

CREATIVE

To ensure the message is as relevant as possible for the shopper, TOAs running on the Savings Placement must have a savings/value message for the shopper (donations not included).

CLICK-THROUGH AND CTA

TOA needs to have a Savings CTA such as “Save Now” or “Clip Coupon”. Recommended click-throughs: GCP and curated list.

PROMOTIONAL MESSAGES

WITHIN TARGETED ON-SITE ADS

Promotional messages (on sale, special price points, mega events, etc.) within TOA creative that cannot be confirmed via Incentives Manage or banner.com at the time the assigned Campaign Ops contact needs to QA experience will require the supplier to secure Kroger’s Category Manager approval. Please forward Kroger’s approval to your KPM contact. This is to ensure a seamless customer experience. *NOTE: Specific promotional language and guidance can be provided by your KPM contact.*

DIGITAL COUPON SAVINGS MESSAGE

WITHIN TARGETED ON-SITE ADS

The specific amount of digital coupon savings can be stated within TOA creative IF the click-through experience is directly to a General Coupon Pool coupon AND the coupon is uncapped. If the TOA creative is linking to a curated product list we can only allow specific savings callout on creative if the click-through experience easily shows the savings within the product tiles. If the TOA is driving to a brand shop or other Kroger site page, only a broad message alluding generically to savings can be used. KPM and Kroger will request the TOA to be paused if there’s a poor customer experience once live.

Weekly Digital Deals (WDD) callout: Savings run Wed – Tue, then a P11W1 WDD will be active from Wed 11/8/23 till Tue 11/14/23. Please take into consideration this running window to assess when the TOA should be live and avoid a dead experience.

Refer to “Promotional Messages” section for specifics regarding approvals.



Web Desktop Homepage Hero

DYNAMIC TEXT HOMEPAGE HERO

Our homepage hero rotator allows for HTML dynamic text separate from image.

KPM DESIGNATION

Banner.com homepage Zone 1.

IMAGE SPECS

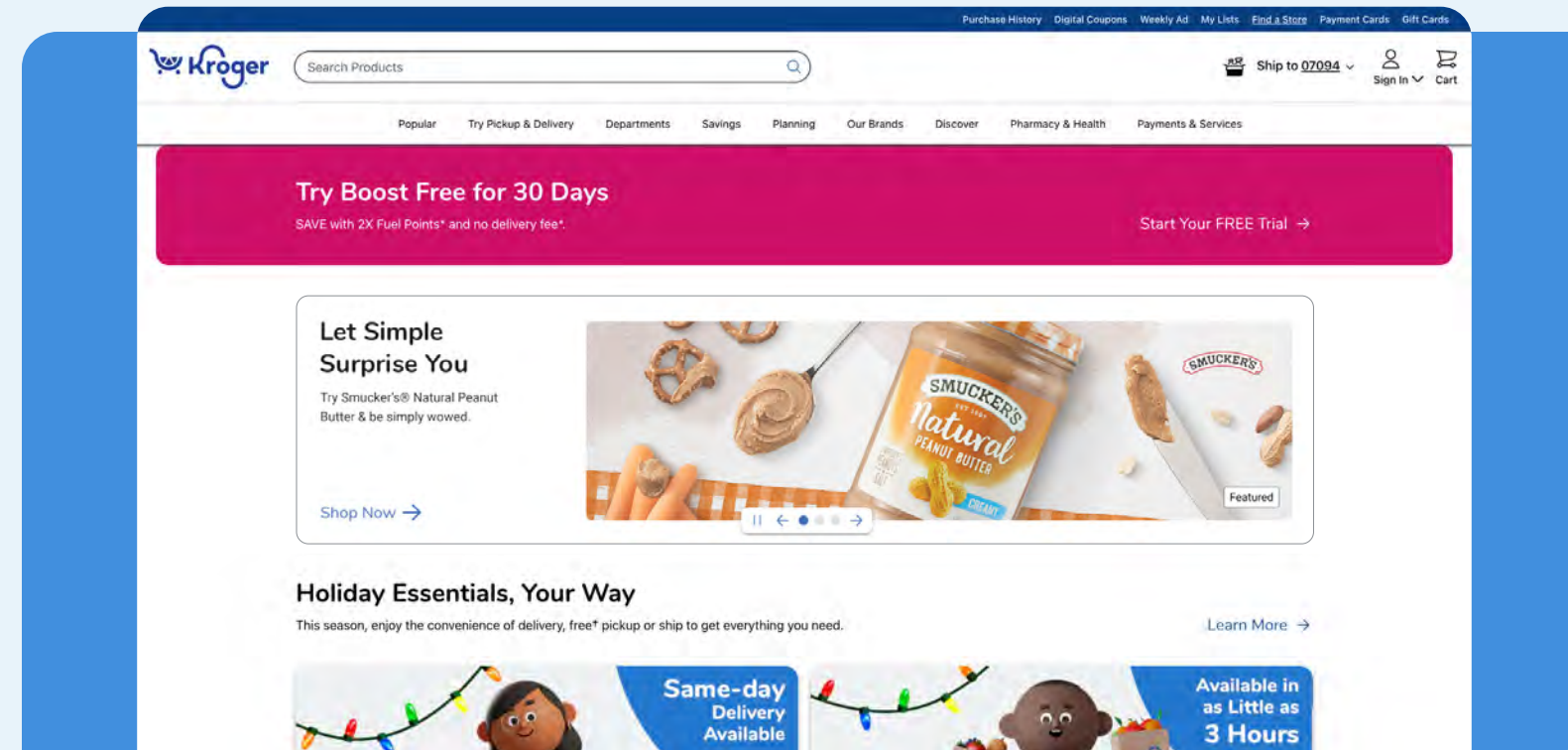
Submitted Dimensions: 884 px x 248 px

Dimensions With Added Border: 948 px x 312 px

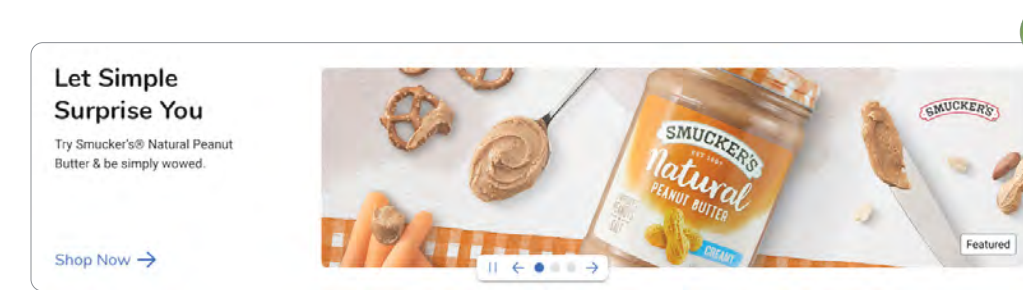
Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max



Creative Specs & Guidelines



Ex. Correct: Follows template guidelines, copy guidance and styling.

***Please Note:** Submit art full bleed at 884 px x 248 px. The additional transparent border will be appended after art is submitted.



Ex. Incorrect: Doesn't follow template, copy or design guidance. Important content hidden behind rotator control.

IMAGE SPECS

Submitted Dimensions: 884 px x 248 px

Dimensions With Added Border: 948 px x 312 px

Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

IMAGE STYLING

Featured flag must remain visible in bottom

RIGHT art area. Brand logo (if used) must live in top RIGHT art area. No more than 5 products in art area. Art must not break outside of designated area.

COPY SPECS

Header Character Limit: 30

Subtext Character Limit: 55

Call to Action Character Limit: 20

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with punctuation. CTA should be Title Case with no punctuation.

ADDITIONAL GUIDELINES

- Avoid placing any key elements or branding lower than 64 px from bottom-center of image asset to account for the auto rotator control.
- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.
- Featured flag is a locked element placed in the bottom RIGHT corner with 32 px top and left padding. No important elements (copy or brand-marks) should be hidden behind the flag.
- Corners will be rounded and border/elevation will be added during development. Do not supply image with rounded corners or border/elevation/shadowing.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

BRAND GUIDELINES

Brand colors, graphics and lifestyle imagery are acceptable to use for the image background but will be evaluated on a case-by-case basis to ensure accessibility and alignment with our color standards. **Keep backgrounds simple and clean around text and featured flag areas. White or black are not permitted for use as background colors.**

Web Mobile Homepage Hero

DYNAMIC TEXT HOMEPAGE HERO

Our homepage hero rotator allows for HTML dynamic text separate from image.

KPM DESIGNATION

Banner.com homepage Zone 1.

IMAGE SPECS

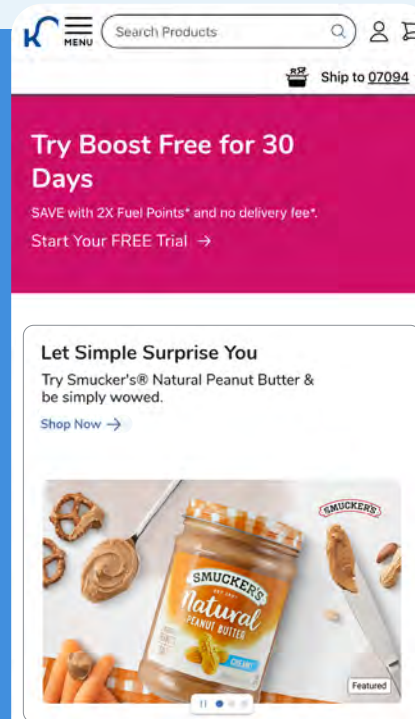
Submitted Dimensions: 576 px x 360 px

Dimensions With Added Border: 640 px x 424 px

Resolution: 72 dpi

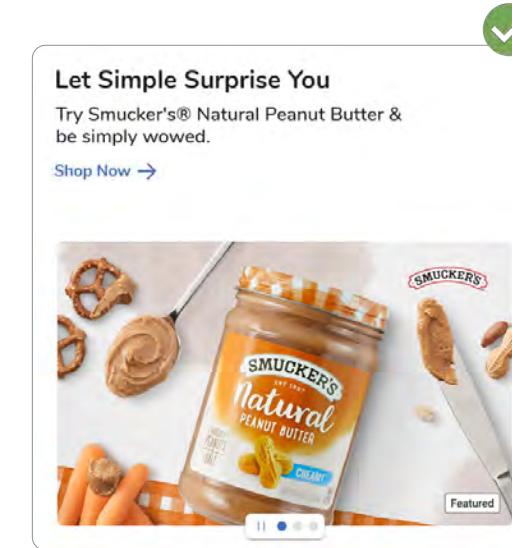
Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

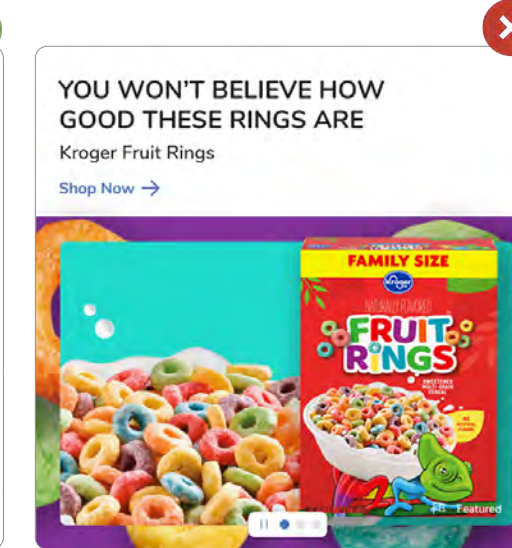


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Creative Specs & Guidelines



Ex. Correct: Follows template guidelines, copy guidance and styling.
**Please Note: Submit art full bleed at 576 px x 360 px. The additional transparent border will be appended after art is submitted.*



Ex. Incorrect: Doesn't follow template, copy or design guidance. Important content hidden behind auto rotator control.

IMAGE SPECS

Submitted Dimensions: 576 px x 360 px

Dimensions With Added Border: 640 px x 424 px

Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

IMAGE STYLING

Featured flag must remain visible in bottom RIGHT art area. Brand logo (if used) must live in top RIGHT art area. No more than 5 products in art area. Art must not break outside designated area.

COPY SPECS

Header Character Limit: 30

Subtext Character Limit: 55

Call to Action Character Limit: 20

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with punctuation. CTA should be Title Case with no punctuation.

ADDITIONAL GUIDELINES

- Avoid placing any key elements or branding lower than 64 px from bottom-center of image asset to account for the auto rotator control.

- Featured flag is a locked element placed in the bottom RIGHT corner with 32 px top and left padding. No important elements (copy or brand-marks) should be hidden behind the flag.

- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.

- Corners will be rounded and border/elevation will be added during development. Do not supply image with rounded corners or border/elevation/shadowing.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

BRAND GUIDELINES

Brand colors, graphics and lifestyle imagery are acceptable to use for the image background but will be evaluated on a case-by-case basis to ensure accessibility and alignment with our color standards. **Keep backgrounds simple and clean around text and featured flag areas. White or black are not permitted for use as background colors.**

Web Desktop Skinny Espot

ESPOT

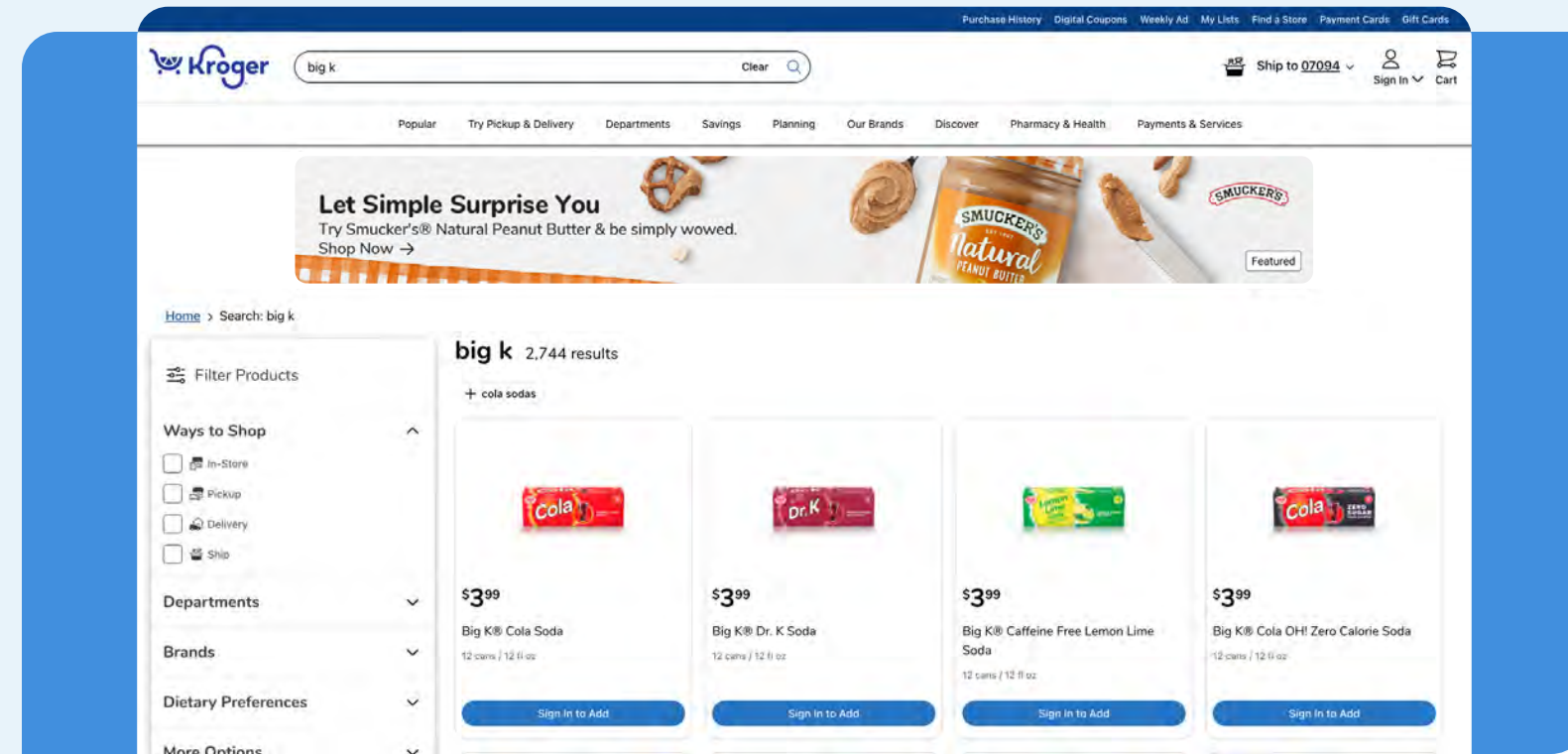
Our espot retains text and graphics all inside the web asset.

KPM DESIGNATION

Banner.com homepage (Zones 2, 3, 4), Targeted Onsite Ads (Search, Homepage), Featured Shops, Department Pages, Promotions Page, etc.

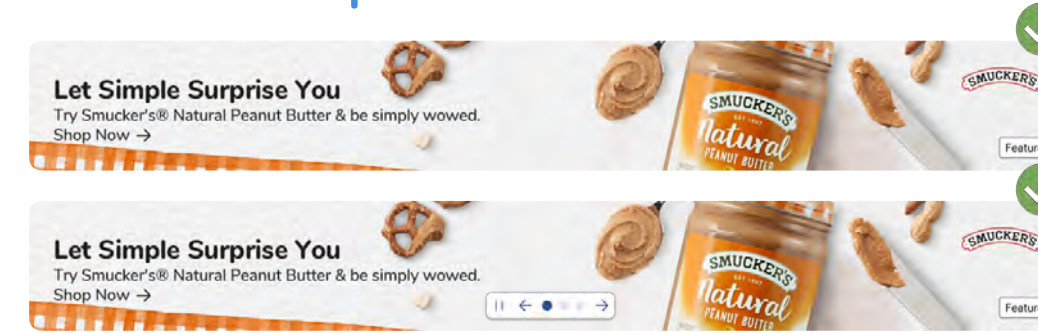
IMAGE SPECS

Dimensions: 1280 px x 160 px
Resolution: 72 dpi
Accepted Upload File Format: png or jpg
Max Upload File Size: 400kb max

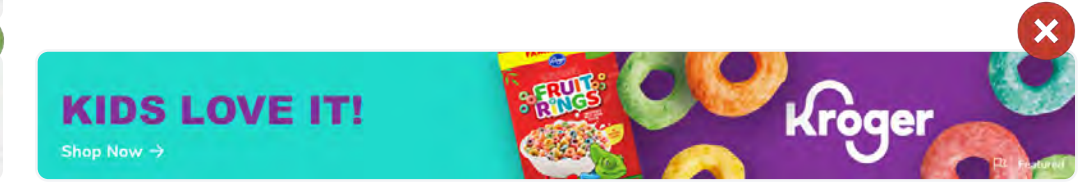


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Creative Specs & Guidelines



Ex. Correct: Follows template guidelines, copy guidance and styling. No key elements behind auto rotator component for select premium placements.



Ex. Incorrect: Doesn't follow template, copy or design guidance. Important content hidden behind potential rotator control.

IMAGE SPECS

Dimensions: 1280 px x 160 px
Resolution: 72 dpi
Accepted Upload File Format: png or jpg
Max Upload File Size: 400kb max

IMAGE STYLING

Featured flag must remain visible in bottom RIGHT art area. Brand logo (if used) must live in top RIGHT art area. No more than 5 products in art area.

COPY SPECS

Header Character Limit: 30
Subtext Character Limit: 55
Call to Action Character Limit: 20

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with punctuation. CTA should be Title Case with no punctuation.

ADDITIONAL GUIDELINES

- Use a choice of any one color ONLY for the headline and subtext copy. Available color options for CTA include black (#1d1e1f) or white (#####).
- Subtext for Web Desktop Skinny Espot is now an optional text field in Kroger Ad Platform.
- Avoid placing any key elements or branding lower than 64 px from bottom-center of image asset to account for the potential use of auto rotator control in certain premium placements.
- Corners will be rounded and border/elevation will be added during development. Do not supply image with rounded corners or border/elevation/shadowing.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

BRAND GUIDELINES

Brand colors, graphics and lifestyle imagery are acceptable to use for the image background but will be evaluated on a case-by-case basis to ensure accessibility and alignment with our color standards. **Keep backgrounds simple and clean around text and featured flag areas. White or black are not permitted for use as background colors.**

Web Mobile Skinny Espot

ESPOT

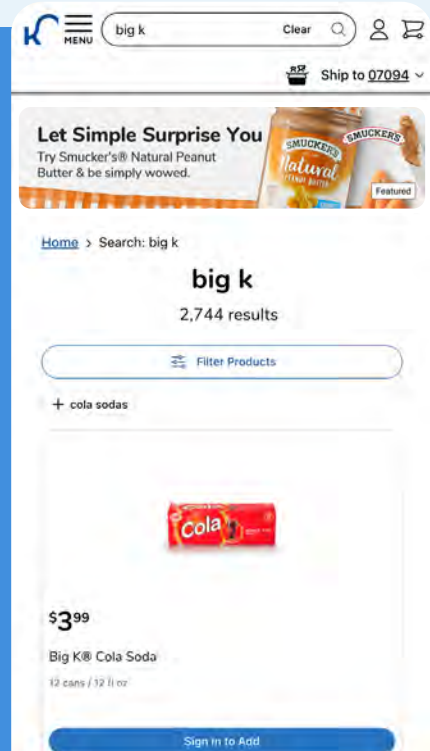
Our espot retains text and graphics all inside the web asset.

KPM DESIGNATION

Banner.com homepage (Zones 2, 3, 4), Targeted Onsite Ads (Search, Homepage), Featured Shops, Department Pages, Promotions Page, etc. This size is also used in Native/Mobile App.

IMAGE SPECS

Dimensions: 640 px x 160 px
Resolution: 72 dpi
Accepted Upload File Format: png or jpg
Max Upload File Size: 400kb max

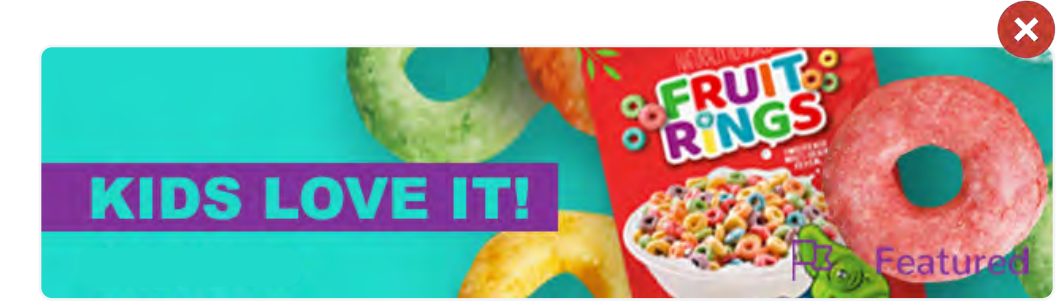


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Creative Specs & Guidelines



Ex. Correct: Follows template guidelines, copy guidance and styling.



Ex. Incorrect: Doesn't follow template, copy or design guidance. Important content hidden behind potential auto rotator control.

IMAGE SPECS

Dimensions: 640 px x 160 px
Resolution: 72 dpi
Accepted Upload File Format: png or jpg
Max Upload File Size: 400kb max

IMAGE STYLING

Featured flag must remain visible in bottom RIGHT art area. Brand logo (if used) must live in top RIGHT art area. No more than 5 products in art area. Art must not break outside designated area.

COPY SPECS

Header Character Limit: 30
Subtext Character Limit: 55

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with punctuation.

ADDITIONAL GUIDELINES

- This size DOES NOT include a CTA in Kroger Ad Platform. This SHOULD NOT be added to creative and is not included in template.
- Subtext for Web Mobile Skinny Espot is now an optional text field in Kroger Ad Platform.
- Use a choice of any one color ONLY for the headline and subtext copy.
- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.
- Corners will be rounded and border/elevation will be added during development. Do not supply image with rounded corners or border/elevation/shadowing.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

BRAND GUIDELINES

Brand colors, graphics and lifestyle imagery are acceptable to use for the image background but will be evaluated on a case-by-case basis to ensure accessibility and alignment with our color standards. **Keep backgrounds simple and clean around text and featured flag areas. White or black are not permitted for use as background colors.**

Web Desktop Carousel Card

STATIC ESPOT

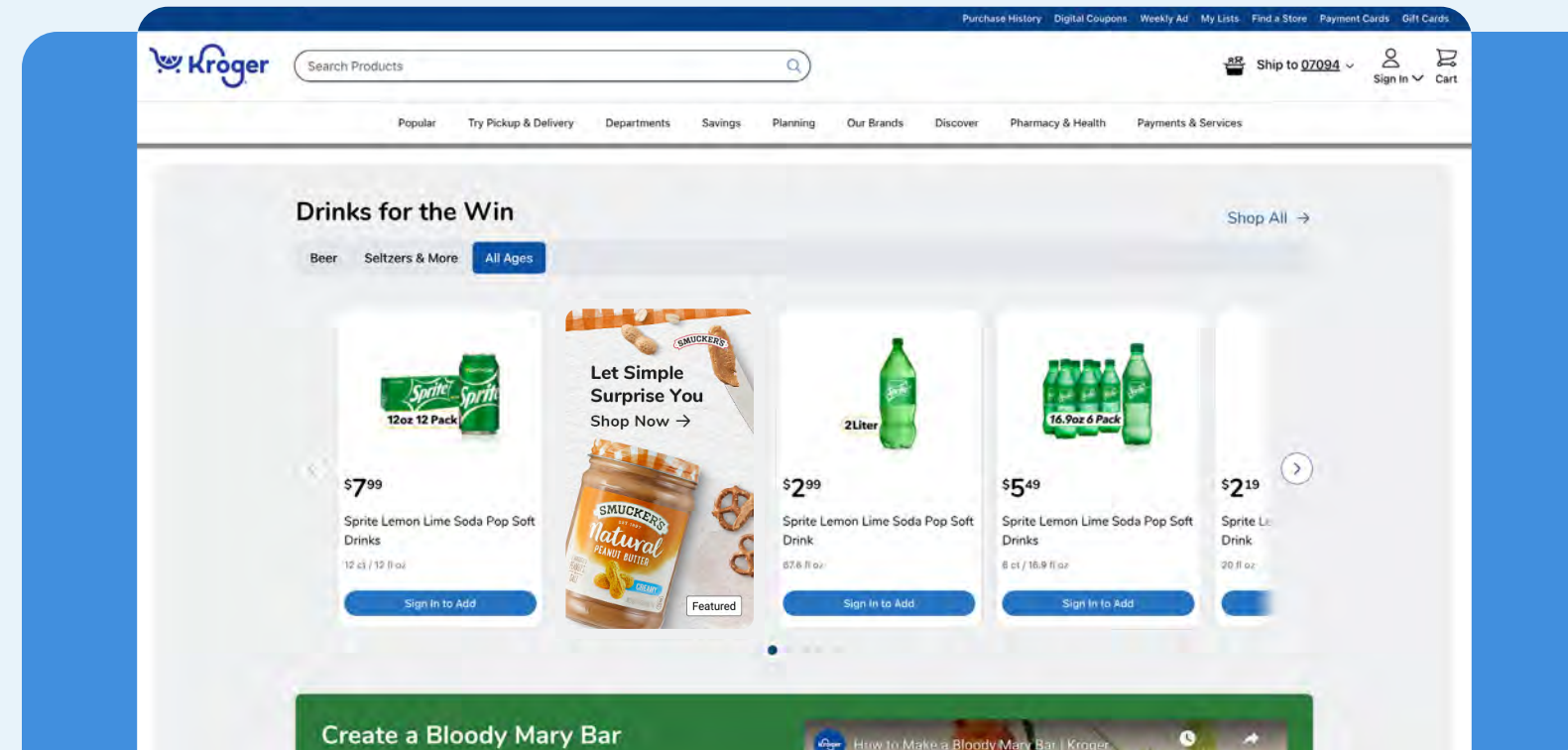
Our static spot retains text and graphics all inside the web asset.

KPM DESIGNATION

Banner.com product carousels.

IMAGE SPECS

Dimensions: 238 px x 405 px
 Resolution: 72 dpi
 Accepted Upload File Format: png or jpg
 Max Upload File Size: 400kb max



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Creative Specs & Guidelines



Ex. Correct: Follows template guidelines, copy guidance and styling.



Ex. Incorrect: Doesn't follow template, copy or design guidance.

IMAGE SPECS

Dimensions: 238 px x 405 px
 Resolution: 72 dpi
 Accepted Upload File Format: png or jpg
 Max Upload File Size: 400kb max

IMAGE STYLING

Featured flag must remain visible in bottom RIGHT art area. Brand logo (if used) must live in top RIGHT art area. No more than 5 products in art area. Art must not break outside designated area.

COPY SPECS

Header Character Limit: 30
 Call to Action Character Limit: 20

COPY STYLING

Headlines should be Title Case with no end punctuation. CTA should be Title Case with no punctuation.

ADDITIONAL GUIDELINES

- Use a choice of any one color ONLY for the headline copy. Available color options for CTA include black (#1d1e1f) or white (#ffffff).
- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.
- Corners will be rounded and border/elevation will be added during development. Do not supply image with rounded corners or border/elevation/shadowing.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

BRAND GUIDELINES

Brand colors, graphics and lifestyle imagery are acceptable to use for the image background but will be evaluated on a case-by-case basis to ensure accessibility and alignment with our color standards. **Keep backgrounds simple and clean around text and featured flag areas. White or black are not permitted for use as background colors.**

Native App Home-screen Hero

ESPOT

Our espot retains text and graphics all inside the app asset.

KPM DESIGNATION

Native/Mobile App home-screen.

IMAGE SPECS

Submitted Dimensions: 716 px x 496 px

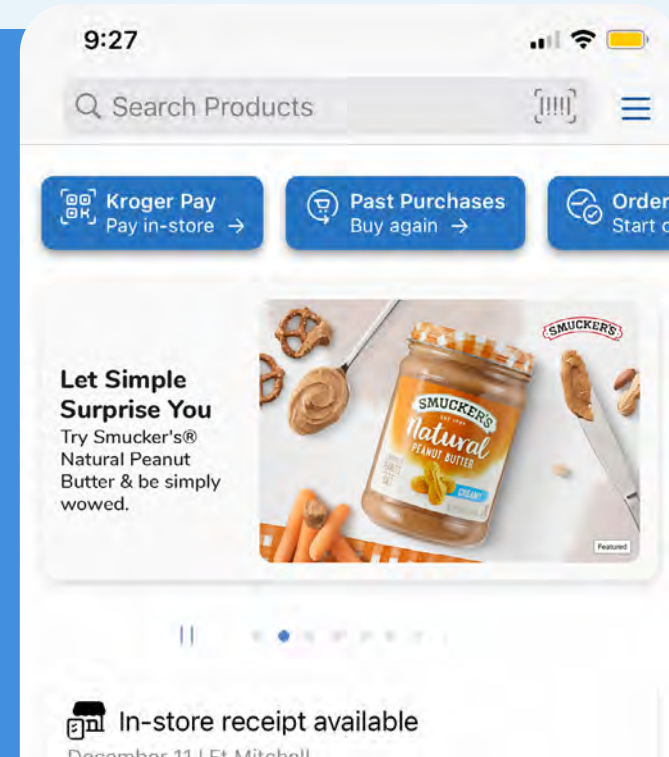
Dimensions With Added Border: 1152 px x 560 px

Resolution: 72 dpi

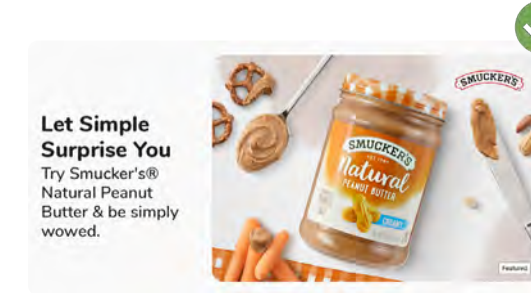
Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

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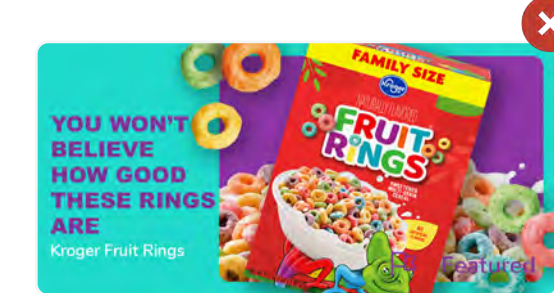


Creative Specs & Guidelines



Ex. Correct: Follows template guidelines, copy guidance and styling.

***Please Note:** Submit art full bleed at 716 px x 496 px, gray border will be appended after art is submitted.



Ex. Incorrect: Doesn't follow template, copy or design guidance.

IMAGE SPECS

Submitted Dimensions: 716 px x 496 px

Dimensions With Added Border: 1152 px x 560 px

Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

IMAGE STYLING

Featured flag must remain in bottom RIGHT.

Brand logo (if used) must live in top RIGHT art area. No more than 5 products in art area. Art must not break outside of designated area.

COPY SPECS

Header Character Limit: 30

Subtext Character Limit: 55

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with punctuation.

ADDITIONAL GUIDELINES

- Native/Mobile App Hero creative DOES NOT include a CTA. This SHOULD NOT be added to creative and is not included in template.
- Featured flag is a locked element placed in the bottom RIGHT corner with 32 px top and left padding.
- Avoid use of additional copy in image area. Copy container should be used solely to incorporate messaging.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

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Native App Carousel Card

STATIC ESPOT

Our espot retains text and graphics all inside the app asset.

KPM DESIGNATION

Native/Mobile App app product carousels.

IMAGE SPECS

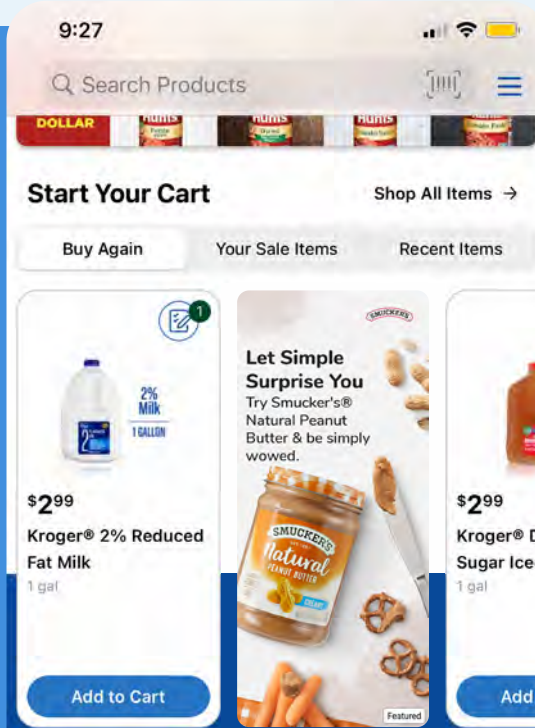
Dimensions: 624 px x 1420 px

Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

18



Creative Specs & Guidelines



Ex. Correct: Follows template guidelines, copy guidance and styling.



Ex. Incorrect: Doesn't follow template, copy or design guidance.

IMAGE SPECS

Dimensions: 624 px x 1420 px

Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

IMAGE STYLING

Featured flag must remain visible in bottom RIGHT art area. Brand logo (if used) must live in top RIGHT art area. No more than 5 products in art area. Art must not break outside designated area.

COPY SPECS

Header Character Limit: 30

Subtext Character Limit: 55

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with punctuation.

ADDITIONAL GUIDELINES

- Use a choice of any one color ONLY for the headline and subtext copy.
- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.
- Corners will be rounded and border/elevation will be added during development. Do not supply image with rounded corners or border/elevation/shadowing.

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