



KPM CREATIVE STYLE GUIDE: SSE

SINGLE-SUBJECT EMAILS (SSEs)

SUBJECT LINE

Subject lines will appear in the customer’s inbox and should communicate the primary benefit of the email. Limit 50 characters, including spaces. Use title case.

When possible, begin the subject line with the offer or savings amount (e.g., \$1.50 Off Kroger Brand Ice Cream with Digital Coupon). Our testing has shown that “\$X Off” language in subject lines outperforms “Save \$X” language.

PREHEADER TEXT

Preheader text is designed to control what messaging appears in the email in the inbox preview. Use this space to contain whatever the second most important message or benefit of the promotion is. Limit 70 characters, including spaces. Use sentence case and write in a complete sentence.

HEADLINE

When possible, begin the headline with the offer or savings amount (e.g., \$1 Off Private Selection™ Pasta). Limit 30 characters, including spaces. Use title case.

BODY COPY

Use complete sentences. Limit 225 characters including spaces or three sentences, whichever is fewer.

OFFER HEADLINE

Limit 30 characters, including spaces. Use title case.

OFFER BODY COPY

Contains any necessary offer details. Limit 45 characters. Use sentence case. Offer body copy is not present on all templates.

CALL TO ACTION (CTA)

CTAs should be no more than 20 characters including spaces and should be descriptive of the content the customer will see (e.g., Clip Coupon, Start Saving, Shop Now). Use title case. Do not punctuate.

If the CTA is for a coupon offer, you must use the CTA “Clip Coupon” since this is the text customers see on our site and in the app when they add a coupon to their Shopper’s Card.

Testing has shown that category-specific Shop X CTAs (“Shop Produce”) outperform generic ones (“Shop Now”). Do not exceed 4 words in a CTA.

The following is a list of pre-approved CTAs:

Coupon CTA

Clip Coupon

Savings CTAs

Save Now

Shop <CATEGORY>

Shop Now

Start Saving

Start Shopping



DISCLAIMER

Disclaimers are present in the footer of the email. Use a single asterisk for each disclaimer to direct customers to the footer. In the footer, the corresponding disclaimer must be clearly labeled with an asterisk followed by bolded text for the claim it's disclaiming, in the format: ***Specific Claim:** Disclaimer details. (See example below.)

Do not combine disclaimer pointers. If there are multiple claims which need disclaimers, use an asterisk for each, and label individually within the footer.

Third-party URLs are not permitted in disclaimers.

Example Body Copy:

New Simple Truth™ Granola Bars are rich in protein*, and you can save \$1 each when you buy 5 or more.*

Example Footer Copy:

***Granola Bar Protein:** 12 grams of protein per serving.

***Buy 5, Save \$1 Each:** With Card and digital coupon.

Offer valid through 1/1/26. Restrictions apply.

IMAGE

Avoid text in images to ensure accessibility across all devices. There are two exceptions: a logo that includes text and the use of the word "NEW" in all-caps. "NEW" MUST be at least 40pt and follow the AA level accessibility standard that is set by Web Content Accessibility Guidelines (WCAG) with a 4.5:1 color contrast ratio. Do not use an exclamation point with "NEW".

Any image copy should be captured in the copy document as part of the email's alt text (see below). Image copy should not be redundant with the HTML headline. Do not include disclaimer copy in an image.

Any products portrayed in the image MUST be present in the offer. There should be NO ADDITIONAL PRODUCTS in the image which are not part of the offer.

Images may include lifestyle photography but should not include animated or cartoon characters.

IMAGE BACKGROUND CONSIDERATIONS

Hero Images

Brand colors 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. Avoid use of bold textures, patterns, large shifts of color and pure white backgrounds. It's recommended to keep backgrounds simple and clean with only 1 flood color. Imagery should be product focused and/or lifestyle.

Product Images

Product images that are not featured as a Hero or MSE module can be placed on a white background.

ALT TEXT

This text is tied to the image. It will display if images are disabled, if an image fails to load, or if the email is being read using text-to-speech accessibility software. If an image contains any text, the alt text should match that text. If an image contains no text, the alt text should be "null". DO NOT USE ALT TEXT TO REPEAT MESSAGES FROM THE SUBJECT LINE, PREHEADER TEXT OR BODY COPY. Alt text is an accessibility element and should not be used for additional marketing messaging.

EMOJIS

Emojis should be used sparingly, and only in subject lines and headlines. Use a maximum of 2 emojis per email. To ensure the best compatibility, we recommend using emojis from the Emoji Version 13.0 list or earlier: <https://emojipedia.org/emoji-13.0/>

Best Practices: All Copy

- 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 phone numbers or email addresses.
- Avoid using phrases or taglines that may be trademarked by competing retailers (e.g. "Just for You"). See Appendix.
- Avoid using line breaks; copy will render differently on different devices and forced breaks can create formatting issues.



CAPITALIZATION

Do not capitalize words which are not acronyms, such as save or off, as this creates an accessibility issue for customers using screen-reading software.

Brand Names

Brand names should be stylized with initial caps and may contain registered mark or trademark symbols (e.g. Folgers® Coffee). They should not be stylized in other ways unless the brand is legally required to do so.

Delivery and Pickup

In body copy, our shopping modalities are capitalized when paired with a banner name (Kroger Pickup, Ralphs Delivery) but are left lowercase when standing alone (“Order fresh favorites for pickup.”).

DOLLARS AND CENTS

Use numerals (0-9) for dollar amounts, promotional quantities (such as Buy 2, Get 1 Free; Save \$1 Each When You Buy 2) and numbers greater than nine; otherwise, spell out numbers one through ten. Use \$1 instead of \$1.00 for dollar amounts. Use the cents symbol for amounts smaller than \$1 (e.g., 50¢ off).

tone of voice

Our tagline, Fresh for Everyone™, says it best: We’re a brand whose goal is to make freshness accessible to all. Our brand voice should reflect that goal by always speaking through an approachable and optimistic tone. We are the opposite of the “highfalutin” foodie brand. Instead, our brand is a relatable and witty friend who understands our lives and our personality quirks and offers us solutions we’ll actually like and need. It’s a tone that also reflects our brand mission to feed the human spirit by always providing quality, convenience and value with our products, every day.

Our Voice Is

- Approachable
- Optimistic
- Witty
- Friendly
- Relatable
- Human
- Fun
- Helpful
- Inclusive
- Confident

Our Voice Is NOT

- Preachy
- Cold
- Slapstick
- Salesy
- Pretentious
- Snobby
- Exclusive
- Vanilla
- Fake

SSE COPY SPECS

Subject line character limit (including spaces): 50
Subject line case: Title Case

Preheader text character limit (including spaces): 70
Preheader text case: Sentence case

Headline character limit (including spaces): 30
Headline case: Title Case

Body copy character limit (including spaces): 225
Body copy case: Sentence Case

Offer headline character limit (including spaces): 30
Headline case: Title Case

Offer body copy character limit (including spaces): 45
Body copy case: Sentence Case

CTA character limit (including spaces): 20
CTA case: Title Case



LOGO PLACEMENT

When applicable, there are 2 options for logo placement:

OPTION 1: 1 logo

Logo placed in the top right corner and fit within 200 x 200 px size, with 64 px of surrounding padding.

OPTION 2: 2 logos

Logos placed in the top center with 64 px of padding in between each logo, 200 x 200 px each max size, with 64 px of surrounding padding.

Horizontal Logos

Horizontal orientation can extend the 200 px width requirement but should follow the 200 px height requirement.



1 OFFER SSE

Brand Spotlight is set up via HTML during email development.

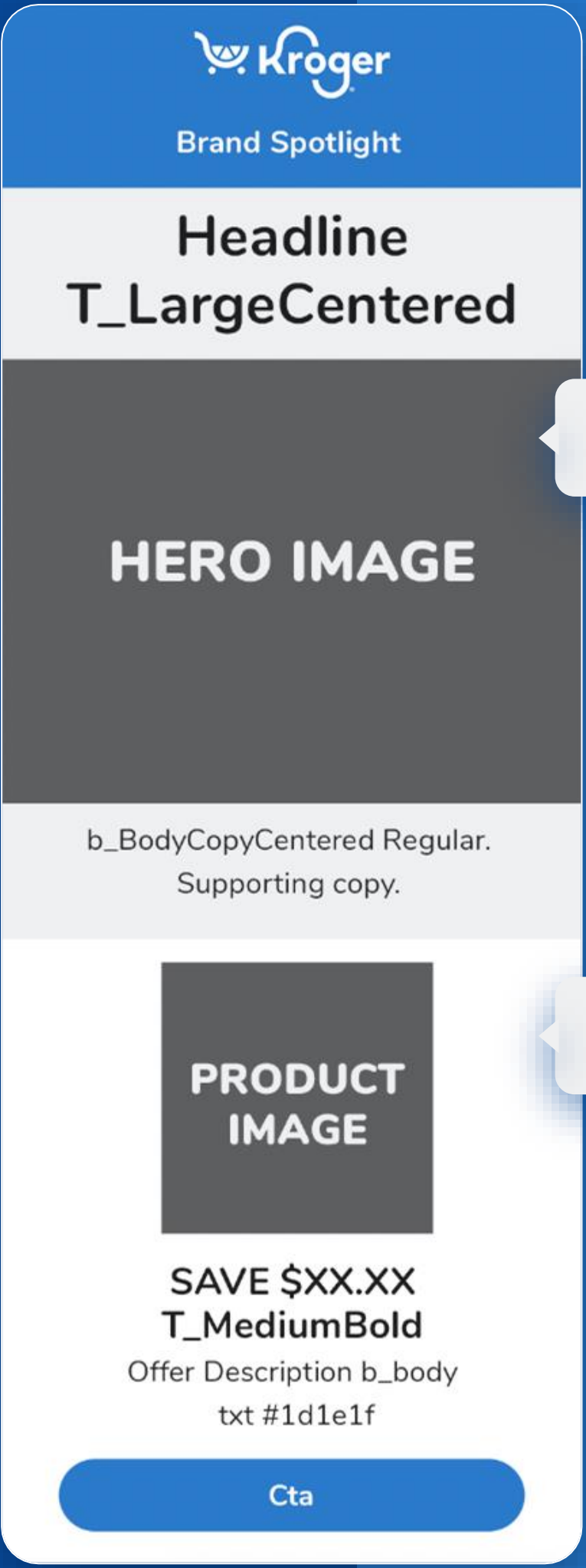
Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #2478ce

Headline and gray background color are set up via HTML during email development.

Fonts used: Nunito Bold 30 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1

Body copy, offer copy, call to action and background color are set up via HTML during email development.

Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1
Button color: #2478ce



HERO IMAGE SPECS

Dimensions: 1200 px wide x 920 px high
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on pg. 5

OFFER SPECS

Dimensions for email: 300 px x 300 px
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max



2+ OFFER SSE

Brand Spotlight is set up via HTML during email development.

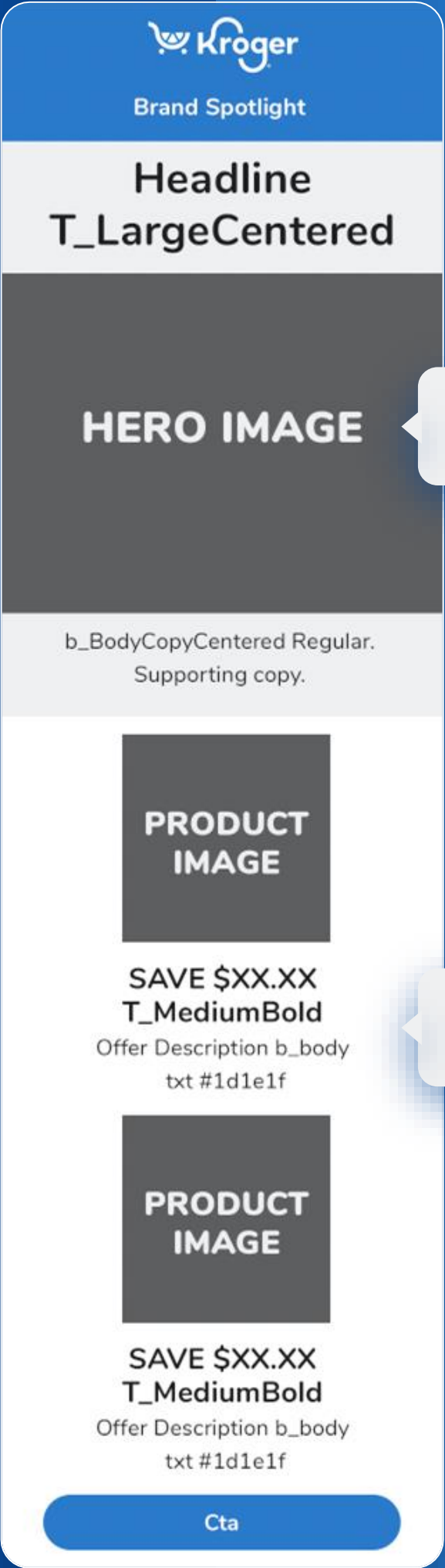
Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #2478ce

Headline and gray background color are set up via HTML during email development.

Fonts used: Nunito Bold 30 px with standard Helvetica, Arial, sans-serif HTML defaults.
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Body copy, offer copy, call to action and background color are set up via HTML during email development.

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File Size: 80kb min; 180kb max





TARGETED DIGITAL COUPON SPECS

Image Dimensions: 900 px wide x 900 px high

Resolution: 300 dpi

File Format: jpg

Maximum File Size: 1MB

CAAM SPECS: Product pack shot(s) must be in focus and on a white background. Brand logos are not permitted within the image. It is highly encouraged that no more than three pack shots are included in the image to ensure customers can visibly see the product.

SSE EXAMPLES

Your gut is where it all begins. Start with Activia Proactive.



Brand Spotlight

Free Activia Proactive Yogurt



New Activia Proactive yogurt supports gut health* with prebiotics + probiotics, 10g Protein and 0g Added Sugar*per serving.



Receive 1 Free*

Activia Proactive Low Fat Yogurt

Clip Coupon

Save \$3 on a Deodorant That's Heaven-Scent

NEW aluminum-free deodorant. [View in your browser](#)



Brand Spotlight

New Deo Underarm Charm



Meet the deodorant that's heaven-scent. method's plant-powered, aluminum-free formula gives 24-hr odor protection without irritation. No baking soda or harsh chemicals, just fresh confidence. Grab yours today.



Save \$3 on 1

When you buy 1 method Deodorant*

Clip Coupon

Discover yummy rolls, poke bowls, dumplings and more.



Brand Spotlight

Save on Freshly Made Sushi



From easy weeknight dinners to small get-togethers to large parties, we've got restaurant-quality rolls and stunning platters to cover any occasion. Check it out yourself and Save \$1 with this special offer.



Save \$1

On 1 Fresh Sushi item

Clip Coupon



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APPENDIX





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

Albertsons 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)

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)