



(eMod) EMAIL MODULE

Modules are email components that can be added to other emails.

They're flexible and typically self-contained.

HEADLINE

Headlines should be no longer than 30 characters, including spaces. Use title case.

BODY COPY

Use complete sentences. Limit 120 characters including spaces or three sentences, whichever is fewer.

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, Watch the Video, Check Out Recipes). Use title case. Do not punctuate. Do not exceed four words in a CTA.

If your module includes 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").

The following is a list of pre-approved CTAs:

Coupon CTA

Clip Coupon

Non-Coupon CTAs

- Check it Out
- Discover More
- Find Out How
- Find Out More
- Get More Details
- Get Recipe
- Get Recipes
- Get Started
- Learn More
- Save Now
- See What's New
- Shop <CATEGORY>
- Shop Now
- Start Saving
- Start Shopping
- Take a Look



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.

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 readability 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.

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 recommending 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

Module Copy Specs

Subject line character limit (including spaces): 20

Subject line case: Title Case

Headline character limit (including spaces): 30

Headline case: Title Case

Body copy character limit (including spaces): 120

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.



MSE MODULE

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

Fonts used: Nunito 16 px for body and 30 px for headline with standard Helvectica, Arial, sans-serif HTML defaults.
Background color: #eff0f1

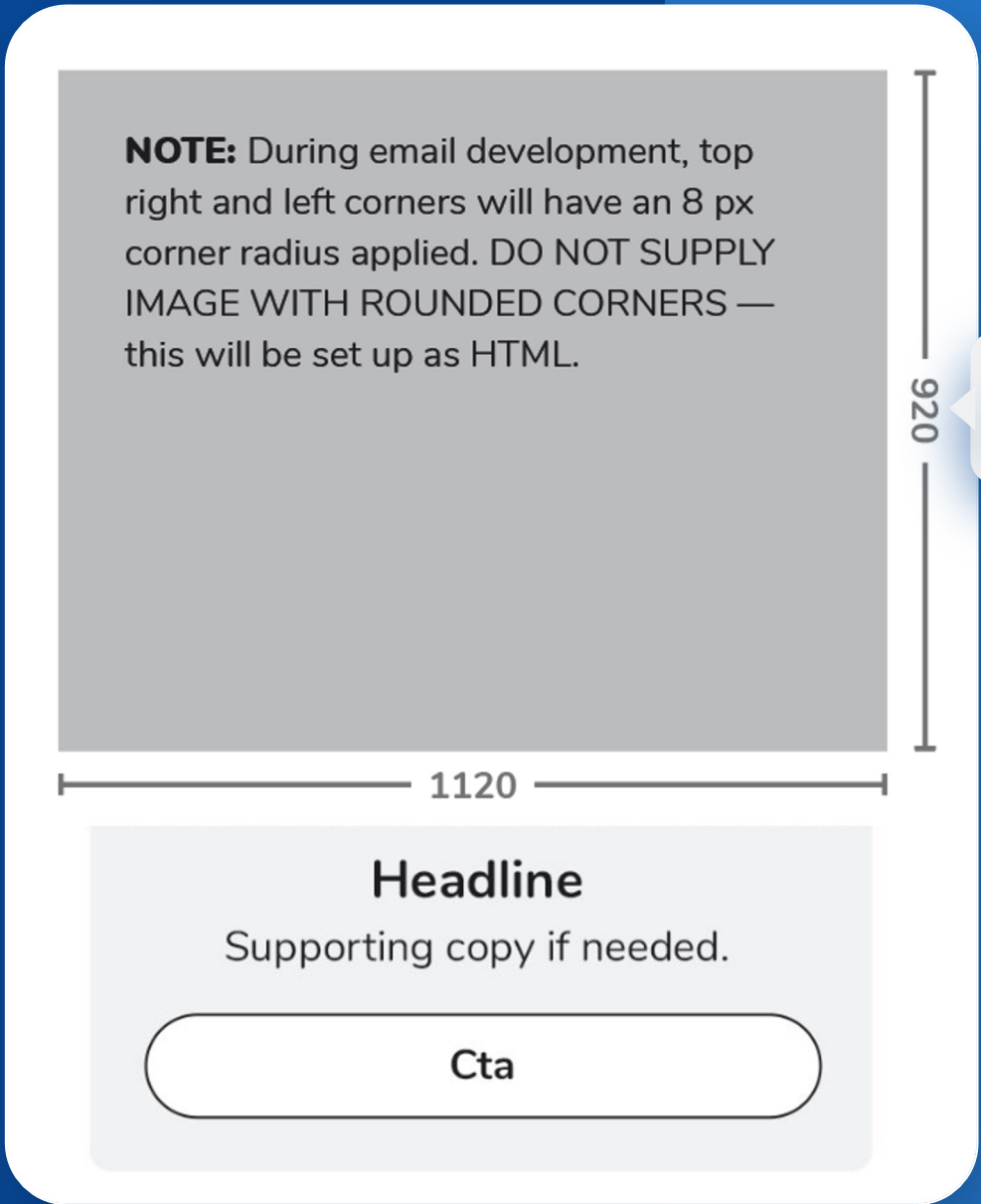



IMAGE SPECS

Dimensions: 1120 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. 10



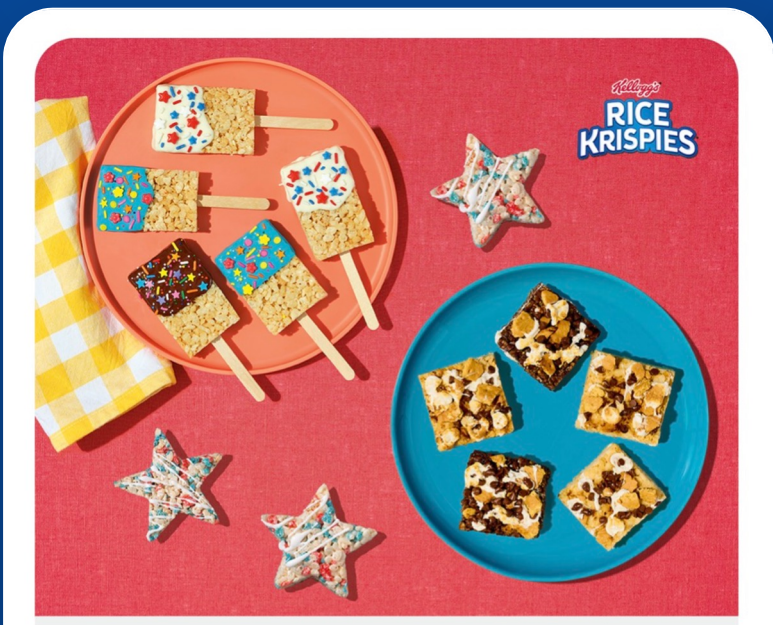
MSE MODULE EXAMPLES



Be Your Own Barista

Everything you need for tasty cold brew at home. Pair Chobani® & La Colombe® for a sweet summer.


[Shop Now](#)



Sweets for Sunny Days

Make and enjoy these family-friendly Kellogg's® Cereal treats—perfect for your next summer outing.*


[Get Recipe](#)



Remix Your Snack

Take your snacking routine to the next level with Oikos, Too Good & Co., and Light + Fit. The mixabilities are endless.

[Start Shopping](#)



Save \$10 on Blue Buffalo

Spend \$40 to Save \$10 on select BLUE dry and wet foods.* Nourish your pet with the natural nutrition they deserve.

[Save Now](#)





APPENDIX





COMPETING RETAILER LANGUAGE TO AVOID

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