

ON-SITE STYLE GUIDE

For Targeted On-Site Ads



Guidelines

PSD templates for each size are available at <https://www.krogerprecisionmarketing.com/resources/specs/>

Please ensure all appropriate layers have been disabled prior to uploading flat art files to the Kroger Ad Platform. All copy (including headline, sub-text and disclaimer), the CTA, and the Featured flag are added within the Creative Builder in the Kroger Ad Platform.

These layers are designed to ensure that background imagery does not interfere with the components that are added in platform. Upon submission, creative is reviewed and approved by your KPM partner to ensure that the all requirements are met.

HEADLINE

Headlines should be no longer than 30 characters and should not be redundant with any copy in the image. **Headline should be Title Case* and end punctuation is discouraged.** Avoid capitalizing words (i.e. Free, Off, Save, etc.) Headline must be the same across all sizes.

SUBTEXT (BODY) COPY

Limit subtext copy to 55 characters max. Line breaks and text placement are dynamically controlled upon delivery by Kroger. **Subtext is optional for all sizes but strongly encouraged.** Subtext must be the same across all sizes. If using Subtext it will be required for all sizes for consistency.

CALL TO ACTION (CTA)

The Kroger Ad Platform will provide options to choose from, please select the CTA that best fits the intended experience.

DISCLAIMERS

Disclaimers (including trademarks) must be added in platform and should not be built into the image background. As part of a new enhancement, disclaimers will now populate from a bottom drawer as shopper clicks a “Disclaimer” button directly under the TOA. Recommended character count is 125 or less, but more can be used if needed. Savings placement TOAs must include valid dates. (E.g. Valid 1/5-2/26)

ACCESSIBILITY GUIDELINES

Color Contrast and Alt Text are vital to accessibility and ensuring we meet accessibility standards.

Alt Text is tied to the image and will display if images are disabled, fail to load, or if site is being read using text-to-speech accessibility software. Alt Text should be unique to the image it is describing and aim to create the same “feeling” a sighted user might feel when he or she sees the image. Do not use all caps.

Color Contrast guidance between text and background must be maintained when text and image are presented together. **KPM adheres to 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.** To check your color contrast, you can visit: <https://webaim.org/resources/contrastchecker/>

IMAGE BACKGROUND CONSIDERATIONS

A textured or solid background can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together to ensure accessibility guidelines are met.

Within the designated pack shot and image area on the templates, graphics and lifestyle imagery are acceptable. Any imagery must stay within the designated space.

Full-bleed white or black backgrounds are not permitted.

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Savings Placements

To ensure a seamless customer experience, any creative that highlights a promotion or savings has the below enforced guidelines.

CLICK THROUGH EXPERIENCE

Savings placements are displayed within designated on-site savings pages and product carousels. Customer experience including click-through, CTA, creative and messaging must be specific to the promotion and reflective of savings.

Disclaimers are mandatory in most instances and must include valid dates. (E.g. Valid 1/1-2/26).

CALL TO ACTION (CTA)

TOA creative for a Savings placement should utilize a **'Save Now'** or **'Clip Coupon'** CTA. The recommended click-through experience is either directly to the offer within the General Coupon Pool (offer must be uncapped) or product list (dependent upon messaging and intended experience).

MESSAGING

Promotional messages (on sale, special price points, mega events, etc.) within TOA creative that cannot be confirmed via Incentives Manager or banner.com will require the supplier to secure Kroger's Category Manager approval. Please forward Kroger's approval to your KPM contact.

The timing of the campaign and divisions participating must be directly aligned with the destination and duration of the savings/discount or promotional price. A TOA that mentions a savings cannot run outside of the promotional window or deliver in a division that is not part of the promotion.

Harris Teeter requires additional internal approval for any savings messaging TOAs cannot run outside of the promotional window.

The savings messaging must mirror the experience. Specific promotional language and further guidance can be provided by your KPM contact, as requested.

Please reference the [KAP Learning Center](#) and additional resources found on the [KPM site](#) for more information.

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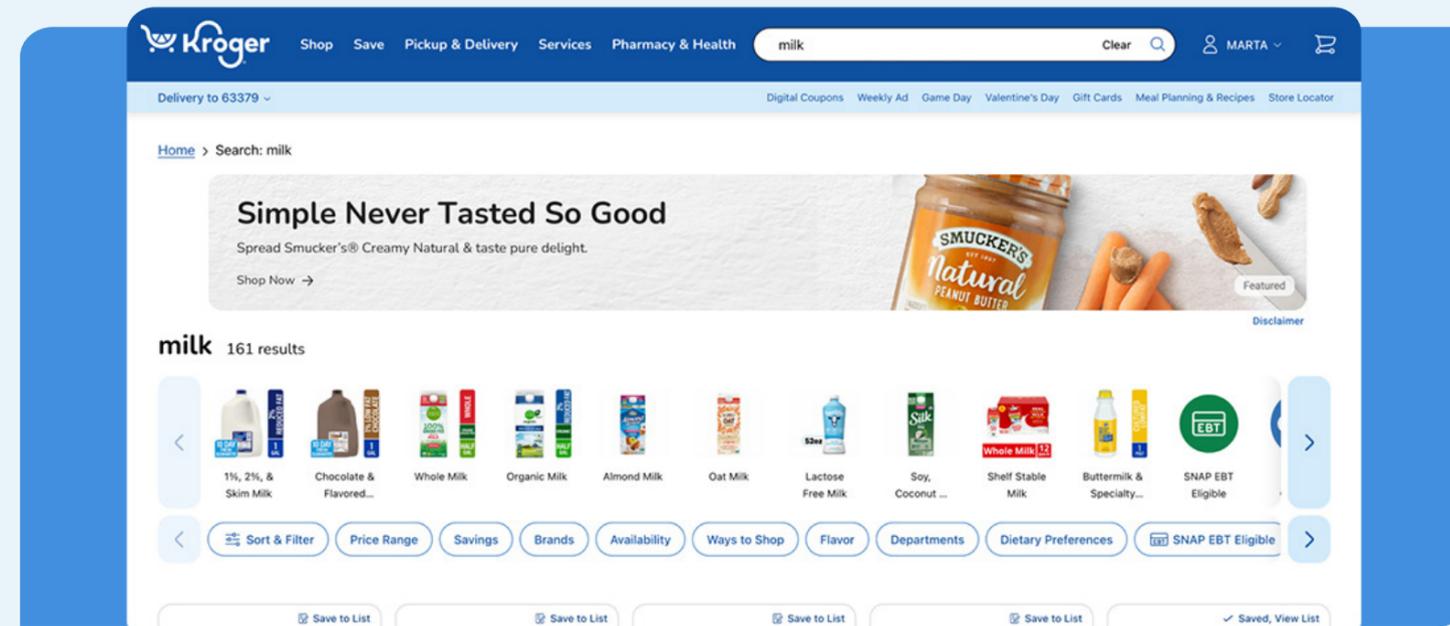
Web Desktop Skinny Espot

ESPOT

Our espot retains text and graphics all inside the asset.

KPM DESIGNATION

Banner.com homepage, Targeted Onsite Ads (Search, Homepage), Featured Shops, Department Pages, Promotion Pages, etc.



Creative Specs & Guidelines

Simple Never Tasted So Good

Spread Smucker's® Creamy Natural & taste pure delight.

Shop Now →



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

KIDS LOVE IT!

Shop Now →



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

IMAGE SPECS

Dimensions: 1280 px x 160 px

Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

COPY SPECS

Header Character Limit: 30

Optional Subtext Character Limit: 55*

* If the shopper is using large text sizes on their device, the Subtext and CTA may be dropped if the utilized text is too large to accommodate all copy inside the ad container without impacting the image background.

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with end punctuation. Select the CTA that best fits the intended experience within the Kroger Ad Platform. All sizes will utilize the same text.

UPLOAD DETAILS

The following elements are previewed within the Kroger Ad Platform: Featured Flag, Headline, Subtext, CTA, and disclaimer. These elements will be added and dynamically amended upon delivery based on the device being used. Ensure PSD design templates are utilized to confirm that background imagery does not interfere with the elements.

ADDITIONAL GUIDELINES

- Use a choice of one color only for the headline, subtext, and CTA. Available color options are black (#000000) or white (#ffffff).
- Headline and subtext must be the same across all sizes. While subtext is optional, it is recommended. If using Subtext it will be required for all sizes to remain consistent.
- Featured flag is a locked element placed in the bottom right corner with 16px bottom and right padding. Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.
- Corners will be rounded during development. Do not supply image with rounded corners or border/elevation/shadowing.

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- Headlines should be brief, clear and informative making it easier to navigate the page with screen readers.
- If you choose to include imagery in the creative, make sure it is relevant and ties directly to your brand.
- Please be mindful of ad size to ensure imagery

elements are clear (large enough) and layout elements are not interfering with each other.

- Alt 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. Alt Text should be unique to the image it is describing and aim to create the same "feeling" a sighted user might feel when he or she sees the image. It should not be a mere duplicate of KAP's header/subtext. Do not use all caps.

- **Correct Alt Text:** "Advertisement: Smuckers Natural Creamy Peanut Butter as shown on a marble counter top with carrots and a dollop of peanut butter and a knife"

- **Incorrect Alt Text:** "Smuckers Peanut Butter"

BRAND GUIDELINES

- Brand colors, graphics and lifestyle imagery are acceptable to use for the image background but should be limited to the packshot and logo area as depicted in the templates. A solid or textured background can span the total image as long as accessibility criteria is met.
- Keep backgrounds simple and clean around text and featured flag areas.
- Avoid use of additional copy in image area except for text that is added in KAP.
- Full-bleed white or black backgrounds are not permitted.

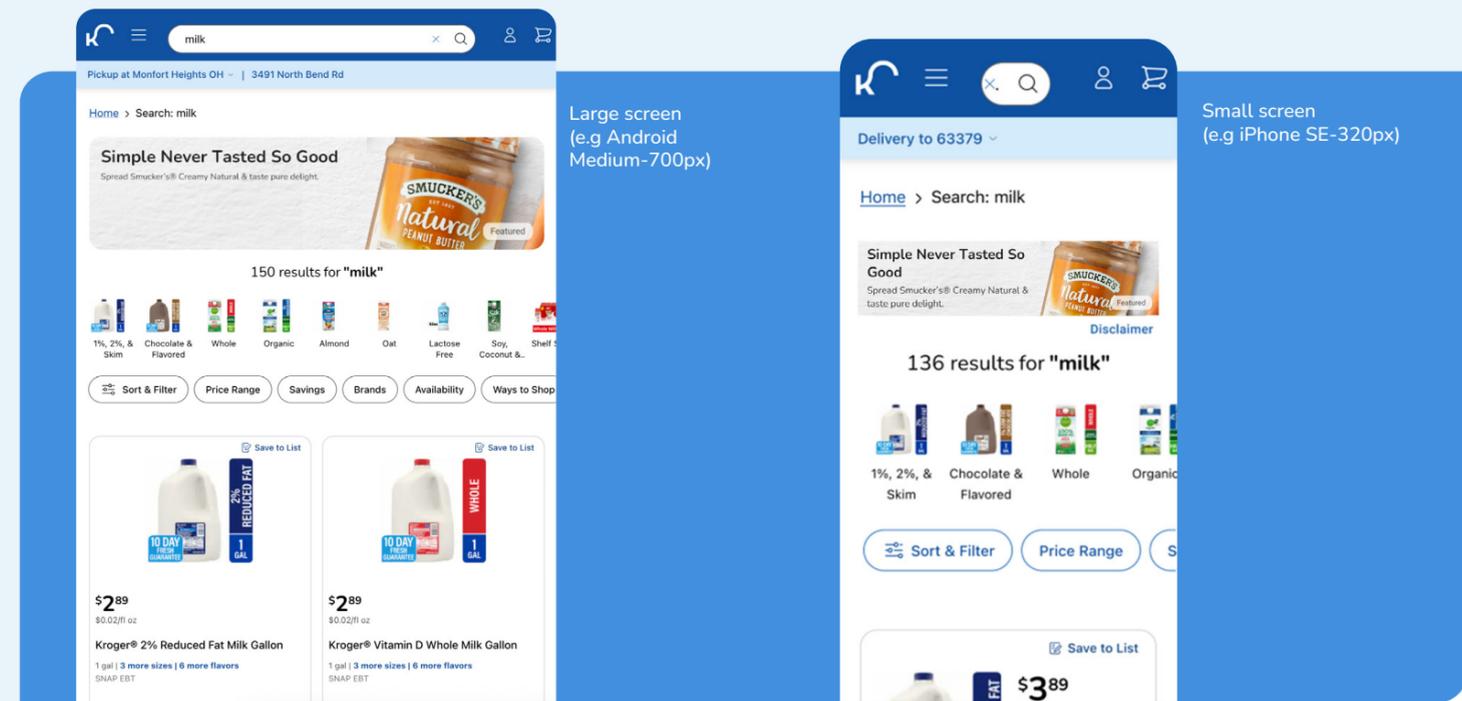
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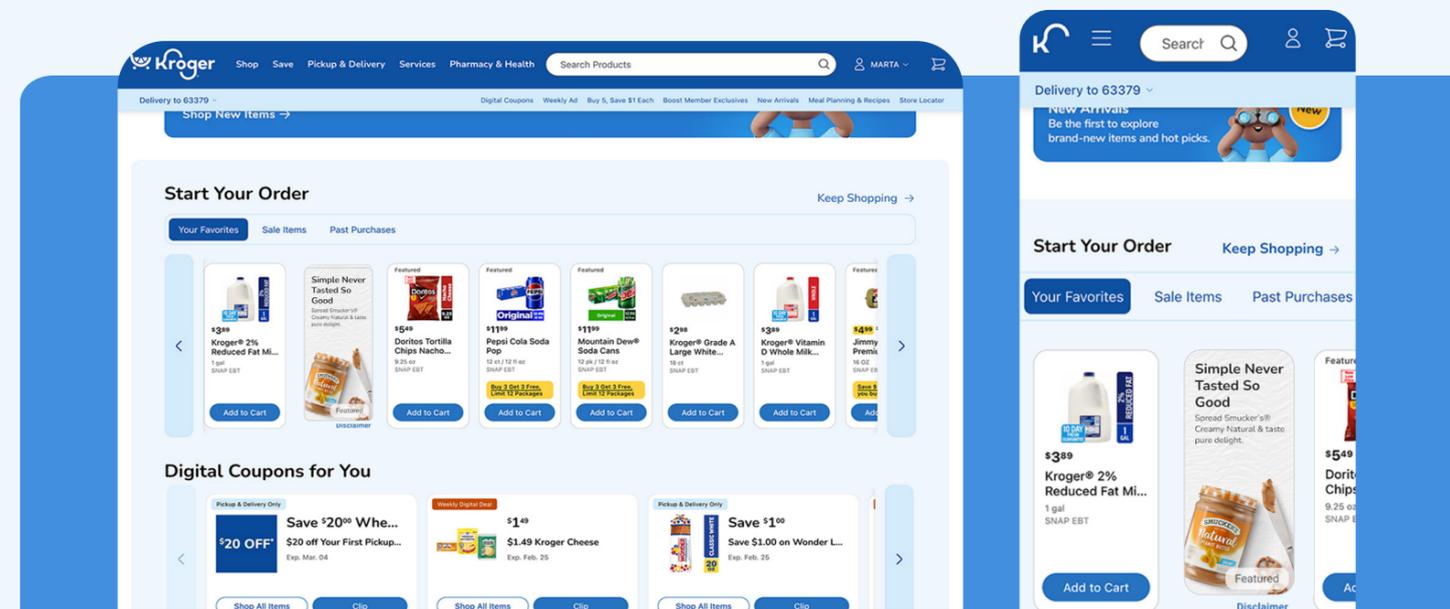
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