

ON-SITE STYLE GUIDE

For Premium Placements and 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, subtext 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 with the exception of FREE, OFF and SAVE.**

SUBTEXT (BODY) COPY

Limit subtext copy to 55 characters max. KAP can accommodate 2 lines of subtext copy for heroes and no more than 1 line for Mobile App Hero and Skinny sizes, given limited space. **Subtext copy should be Sentence Case with end punctuation.**

CALL TO ACTION (CTA)

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

ACCESSIBILITY GUIDELINES

Color Contrast and Alt Text are vital to accessibility and ensuring we meet accessibility standards. See [page 5](#) for additional details.

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 any relevant brand standards.

Keep backgrounds simple and clean around text.

Full-bleed white or black backgrounds are not permitted.

BILINGUAL COPY

In markets where bilingual creative is deemed necessary or relevant to the customers that shop in those stores/divisions, bilingual copy is permitted on a case by case basis. Avoid using slang and keep language clean and clear.

DISCLAIMERS

Copyrights or disclaimers should not be included unless legally required (documentation may be requested). When legally necessary, limit to 125 characters. If a savings or promotion is being referenced, refer to [pages 6-7](#) for additional disclaimer guidance.

*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



Tone of Voice

Copy should be uplifting, upbeat and in line with the direction below.

- Suggestive rather than directive
- Avoid copy that assumes customer can be identified by: lifestyle, activities, demographics, or gender
- Avoid provocative statements and imagery
- Avoid directing 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 or utilized by competing retailers (e.g. "Just for You".) See [page 4](#) for additional details.
- 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 headline or sub text. 'New' and 'Sale' should not be in all-caps
- Specific product pricing and/or messaging around location may require Category Manager confirmation
- 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 the customer to take the next step and load the offer to their card
- For additional Savings messaging guidelines and disclaimer requirements refer to [pages 6-7](#).

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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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Accessibility Best Practices

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- Accessibility should be prioritized within imagery and copy to ensure that everyone, including people with limitations or special preferences, can easily access and understand the advertisement.
- Keep language simple and concise. Complex sentence structures and jargon can confuse screen reader users. Strive for simplicity and clarity in your content.
- 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. Any and all text that is baked into the image **MUST** be included in the Alt Text unless it is part of the header/subtext. Do not use all caps.

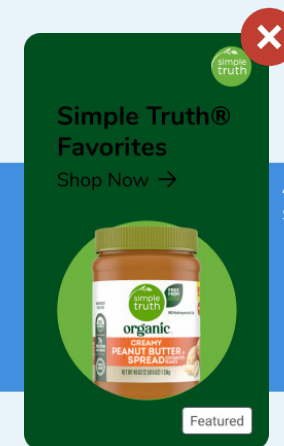
- Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. KPM adheres to **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

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



Alt Text:
Advertisement: Simple Truth Organic Creamy Peanut Butter Spread. Shop Now.

Ex. Correct: Follows WCAG AA Color Contrast Ratio recommendation and Alt Text guidance.



Alt Text:
Simple Truth Favorites.

Ex. Incorrect: Doesn't follow WCAG AA Color Contrast Ratio recommendation and in Alt Text is missing “Advertisement”, Brand Name and CTA.

Targeted On-Site Ads

SHOP & DISCOVER PLACEMENT

Inspire shoppers with TOAs similar to what they're already buying.

CLICK-THROUGH AND CTA

Recommended CTA is 'Shop Now' and recommended clickthrough is a product list.

SEARCH & BROWSE PLACEMENT

Drive product consideration for shoppers by displaying TOAs related to products shoppers are searching for.

CLICK-THROUGH AND CTA

Recommended CTA is 'Shop Now' and recommended clickthrough is a product list.

IN-STORE PLACEMENT

In-store mode is only triggered in the app if a shopper is in or near a store and location is enabled on their device. Ensure the messaging aligns with an in-store experience by following the guidelines below.

CREATIVE

No Pickup/Ship/Delivery modality messaging. Creative cannot call out a promotion unless confirmed by the Category Manager. Any mention of product location in-store should be broad and applicable for all included divisions (e.g. product now located in produce section vs. product now located in aisle 8).

CLICK-THROUGH AND CTA

Recommended CTA is 'Shop Now'. Click-through must be app friendly. Click throughs are restricted to Curated Product Lists or the General Coupon Pool (direct to offer). Brand Shops or Campaign Pages are not permitted at this time.

SAVINGS PLACEMENT

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. See [page 7](#) for additional details.

CREATIVE

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

CLICK-THROUGH AND 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).

HARRIS TEETER

Harris Teeter promotional plans often vary from all other Kroger banners. This includes, but is not limited to: new item launches, store events, and offers. If a Savings placement is being utilized for Harris Teeter, further approvals may be required. (Your KPM contact will handle this.) As a reminder, Harris Teeter TOAs cannot click through to Brand Shops, Campaign Pages, or Kroger owned and operated pages.

BOOST, RACING, AND SPECIAL INITIATIVES

Due to program nuances, please reach out to your designated KPM contact for all templates and specs as they relate to each program.

REGIONAL AND SEASONAL ADS

Creative that is specific to a relevant market should only be shown in applicable divisions. (E.g. TOA creative features a local team partnership).

Creative that is time-frame specific (such as a season or holiday) should only be active for the relevant

duration. (E.g. TOA creative featuring Halloween messaging should not be live through November.)

BRAND SPONSORED PROGRAMS

Creative that speaks to any 3rd party site or program such as sweepstakes, contest or donations must click through to a Brand Shop or Campaign Page that provides additional details of the mentioned program along with the Kroger approved disclaimer which can be found on the [KPM Site](#).

A curated product list click-through can only be accommodated in cases in which ALL necessary information pertaining to the brand program can be added within the creative, copy and disclaimer copy.

AUDIENCE TOA

Audience TOAs allow brands to create customized audiences at-scale with Targeting Overlays.

Kroger Ad Platform users will be able to overlay customizable and pre-built lifestyle audience segments in Targeted Onsite Ad ad groups to reach Kroger households based on KPIs like reaching lapsed buyers.

FEATURED PRODUCT OVERLAY

Featured Product Overlay is a new Targeted Onsite Ad feature that displays real-time pricing (yellow tag or standard price) for a featured product based on a shopper's selected store. See [pages 15 & 16](#) for more information.

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Savings Creative Guidelines

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

ALL 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 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 duration of the savings/discount or promotional price. 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.

CLICK THROUGH EXPERIENCE

- If the TOA creative is linking to a curated product list, a specific savings callout is only permitted 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 owned and operated page, generic savings messaging should be utilized. (Not a specific offer or price point.)

MESSAGING

The savings messaging must mirror the experience. For example:

- Net Down Price: (i.e. Get product for \$1.99); Creative should say \$1.99
- Mega Events: (i.e. Buy 5, Save \$5); Creative should say Buy 5, Save \$5 or Buy 5, Save \$1 on each item.
- All Savings creative and placements must include copy with offer validity dates (e.g. Valid xx/xx - xx/xx) per FTC guidelines. This copy should be included within the Disclaimer text box in KAP and is limited to 125 characters. Disclaimers must be legible and not interfere with background imagery.

DIGITAL COUPON SAVINGS MESSAGE WITHIN TARGETED ON SITE ADS

For referenced digital coupon savings, the ideal click through experience is directly to the offer within the General Coupon Pool.* If a curated product list is preferred, ensure the shopper experience is clear and product tiles show specific savings.

CLICK THROUGH EXPERIENCE

- To click through to a General Coupon Pool offer*, the client must provide proof of offer (Inmar Clip ID) to confirm the duration and details of the offer. The TOA cannot run outside of the offer display dates. It is strongly recommended that the TOA start at least one day after promotion goes live to ensure proper QA and a seamless customer experience.
- A 'Clip Coupon' CTA should only be utilized if the TOA drives directly to the offer. A 'Save Now' CTA should be used in all other instances.

MESSAGING

The savings messaging must mirror the experience. For example:

- Percent Off: If the offer says Save 20% on; Creative should say Save 20%.
- Dollars Off: If the coupon says Save \$1 on, Creative should say Save \$1.
- Multi Use Coupons: Language should be 'Use 5 times' and not: 5x Digital offers.
- Creative supporting PU/D offers must mention "Pickup and Delivery Only" either as part of the subtext or in the disclaimer copy for those sizes that do not have subtext copy (this is in addition to the promo dates.)
- All Savings creative and placements must include copy with offer validity dates (e.g. Valid xx/xx - xx/xx) per FTC guidelines. This copy should be included within the Disclaimer text box in KAP and is limited to 125 characters. Disclaimers must be legible and not interfere with background imagery.

EXAMPLE FOR GENERAL COUPON POOL OFFER

Ex. Correct: Follows savings messaging guidelines and includes Offer Valid Dates. Click through is directly to GCP offer, that is reflective of savings.

Ex. Incorrect: Doesn't follow correct savings messaging, as copy is reflective of a percent off in Headline and dollar off in Subtext. It should be directly reflective of offer. Does not include the recommended CTA and valid offer dates are not included.

*offer must be uncapped and available in the General Coupon Pool.

NOTE: KPM and Kroger reserve the right to pause a TOA at any time if there is a poor customer experience once live.

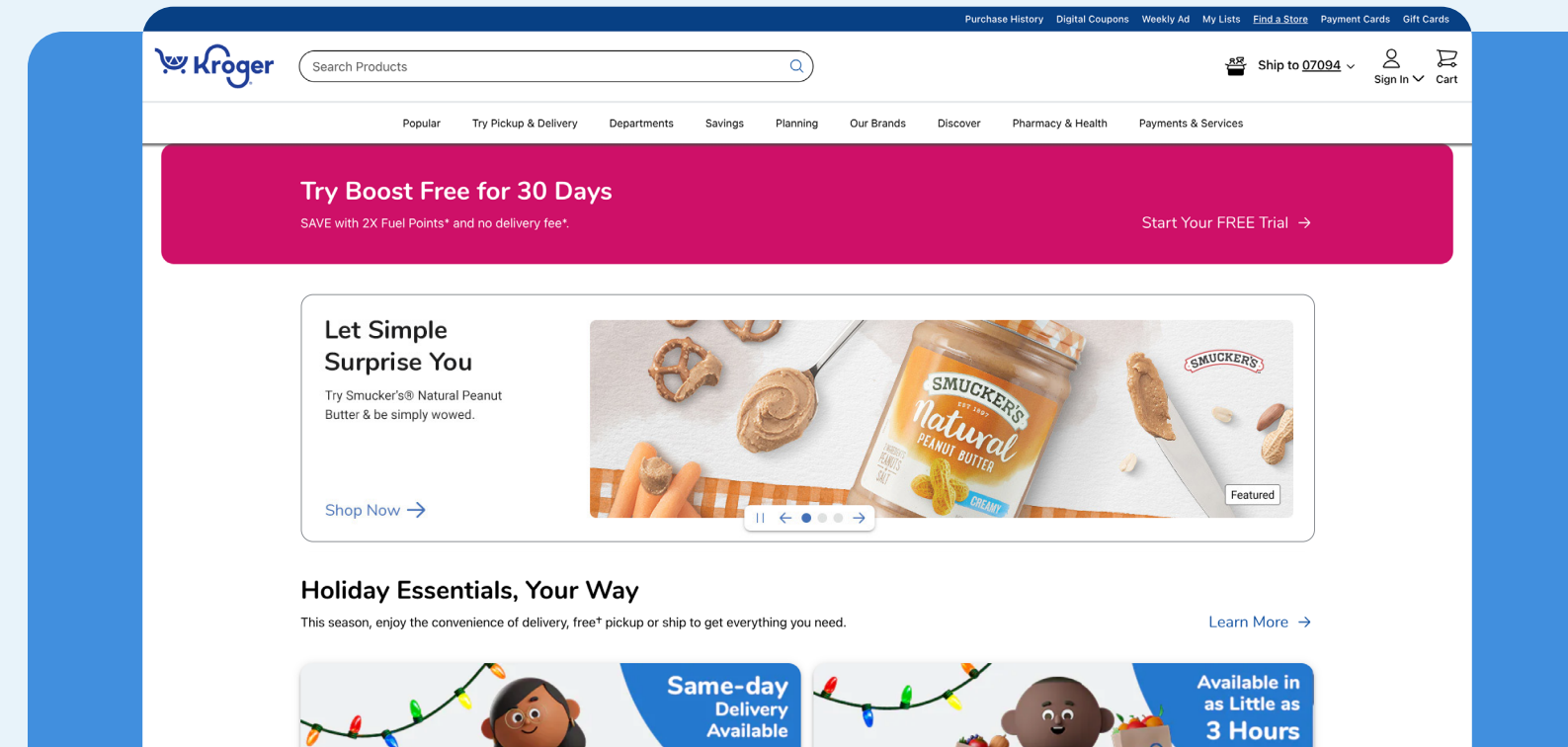
Web Desktop Homepage Hero

DYNAMIC TEXT HOMEPAGE HERO

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

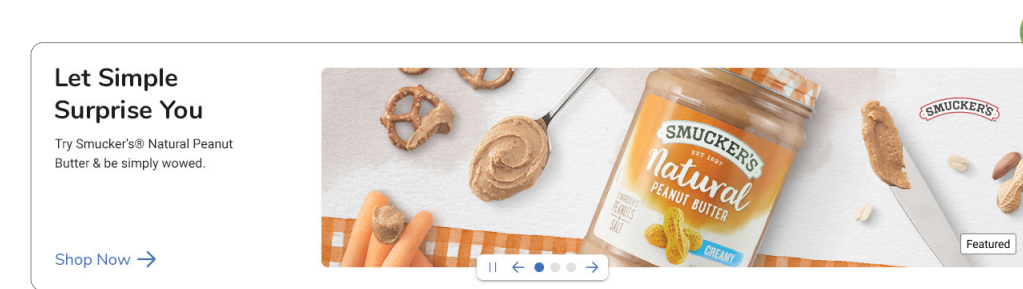
KPM DESIGNATION

Banner.com homepage Zone 1.



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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 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

COPY SPECS

Header Character Limit: 30

Subtext Character Limit: 55

All copy that is added in platform will be black and cannot be adjusted.

COPY STYLING

Headlines should be Title Case with no end punctuation. Subtext copy should be Sentence Case with punctuation. Please select the CTA that best fits the intended experience within the Kroger Ad Platform.

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Featured Flag, Headline, Subtext, CTA and disclaimer. **Submit art full bleed at 884 px x 248 px. The additional transparent border will be appended after art is submitted.**

ADDITIONAL GUIDELINES

- Avoid placing any key elements or branding lower than 16 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 16 px 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 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. 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.**

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. 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.

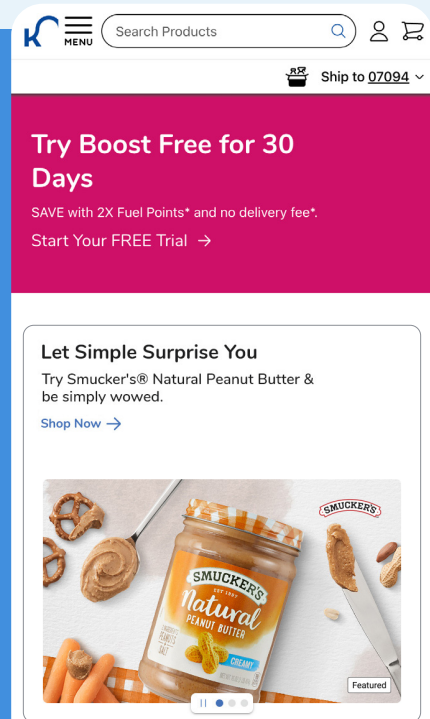
Web Mobile Homepage Hero

DYNAMIC TEXT HOMEPAGE HERO

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

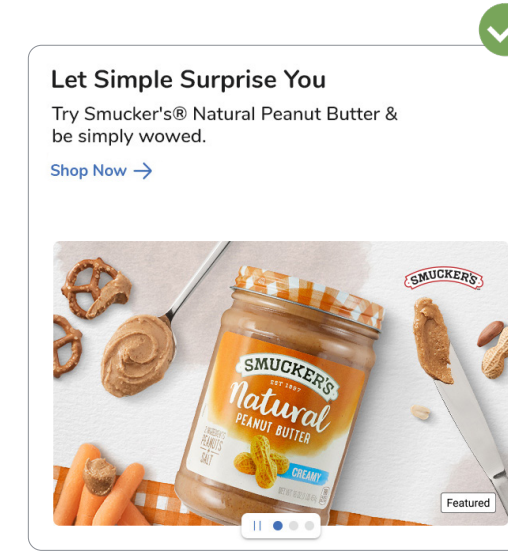
KPM DESIGNATION

Banner.com homepage Zone 1.

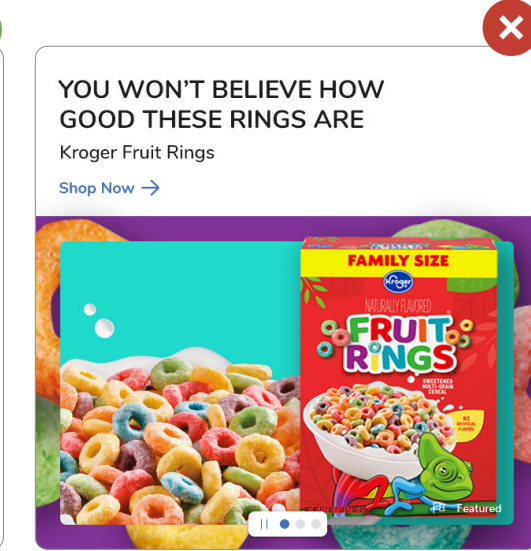


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Creative Specs & Guidelines



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



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

COPY SPECS

Header Character Limit: 30
 Subtext Character Limit: 55
All copy that is added in platform will be black and cannot be adjusted.

COPY STYLING

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

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Featured Flag, Headline, Subtext, CTA and disclaimer. **Submit art full bleed at 576 px x 360 px. The additional transparent border will be appended after art is submitted.**

ADDITIONAL GUIDELINES

- Avoid placing any key elements or branding lower than 16 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 16 px 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 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. 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.**

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. 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.

Web Desktop Skinny Espot

ESPOT

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

KPM DESIGNATION

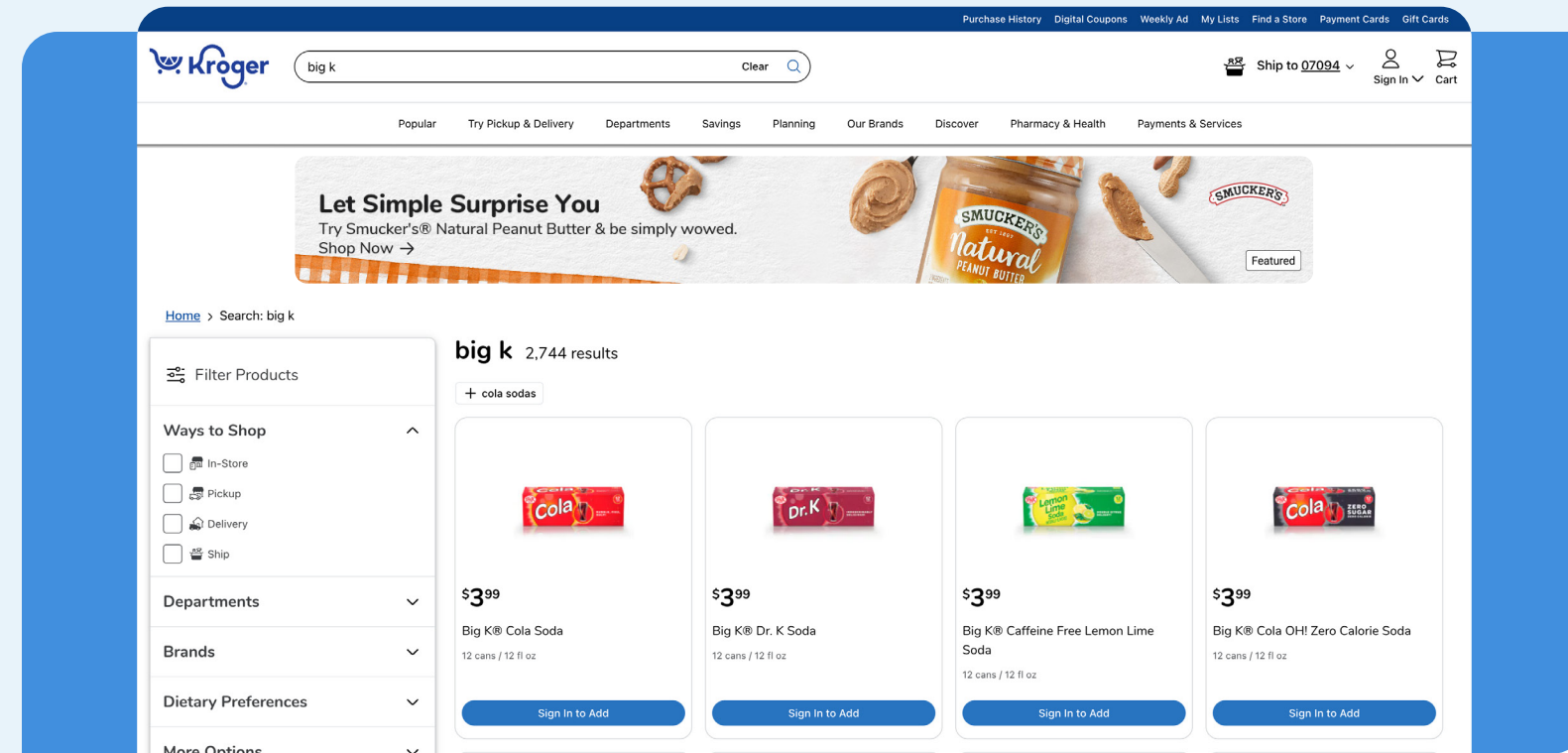
Banner.com homepage (Zones 2, 3, 4).

Targeted Onsite Ads (Search, Homepage)

Featured Shops

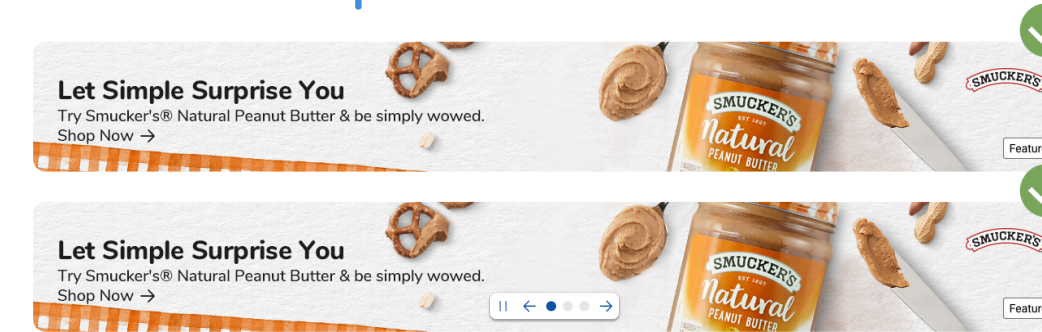
Department Pages

Promotions Page, etc.

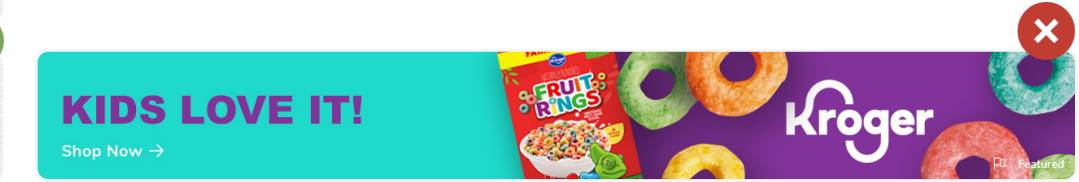


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Creative Specs & Guidelines



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

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. Select the CTA that best fits the intended experience within the Kroger Ad Platform.

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Featured Flag, Headline, Subtext, CTA and disclaimer. Ensure PSD design templates are utilized to confirm that background imagery does not interfere with the mentioned elements.

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 an optional text field in Kroger Ad Platform. Note that two lines of headline and two lines of subtext cannot be accommodated.

- Featured flag is a locked element placed in the bottom RIGHT corner with 16 px bottom and right padding. Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.
- Avoid placing any key elements or branding lower than 16 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 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. 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.**

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. void use of additional copy in image area except for text that is added in KAP. Full-bleed white or black backgrounds are not permitted.

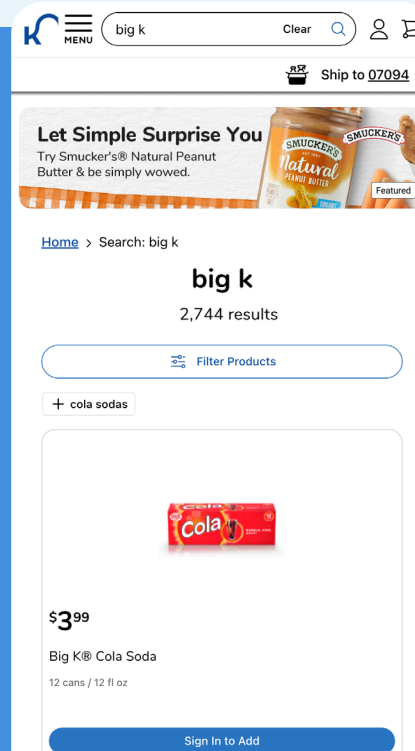
Web Mobile & App Skinny Espot

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.

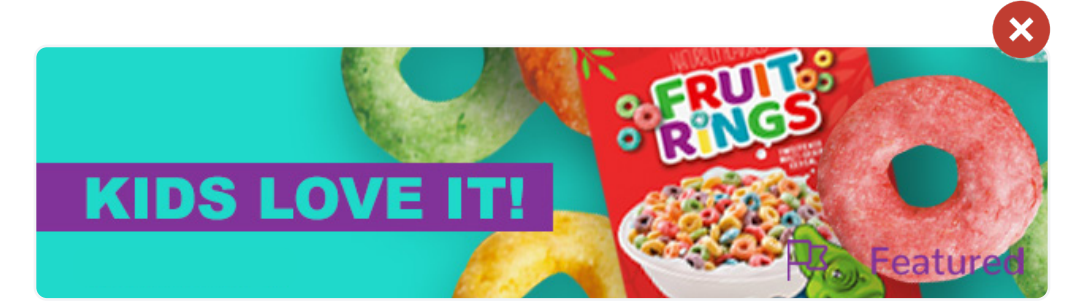


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Creative Specs & Guidelines



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

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.

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Featured Flag, Headline, Subtext, CTA and disclaimer. Ensure PSD design templates are utilized to confirm that background imagery does not interfere with the mentioned elements.

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 the template.
- Subtext for Web Mobile Skinny Espot is now an optional text field in the Kroger Ad Platform.
- Use a choice of any one color ONLY for the headline and subtext copy. Available color options for CTA include black (#1d1e1f) or white (#ffffff).
- Featured flag is a locked element placed in the bottom RIGHT corner with 16 px 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.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance 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.**

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. 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.

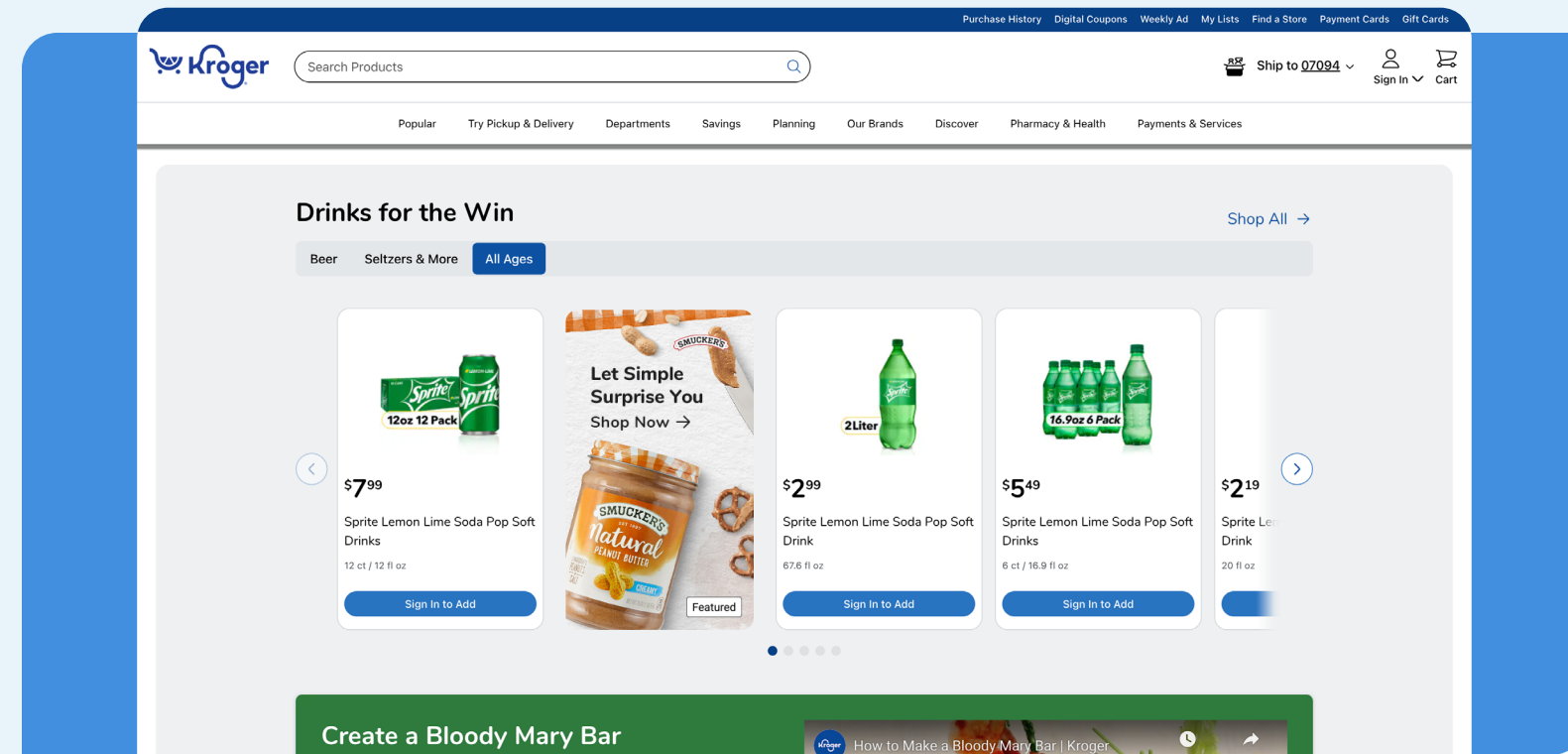
Web Desktop Carousel Card

STATIC ESPOT

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

KPM DESIGNATION

Banner.com product carousels.

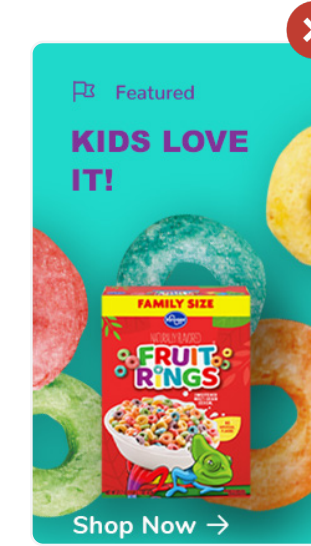


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Creative Specs & Guidelines



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

COPY STYLING

Headlines should be Title Case with no end punctuation. Select the CTA that best fits the intended experience within the Kroger Ad Platform.

COPY SPECS

Header Character Limit: 30

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Featured Flag, Headline, Subtext, CTA and disclaimer. Ensure PSD design templates are utilized to confirm that background imagery does not interfere with the mentioned elements.

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).
- Web Desktop Carousel Card creative does not include subtext. This should not be added to creative and is not included in the template.
- Featured flag is a locked element placed in the bottom RIGHT corner with 16 px 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.

ACCESSIBILITY GUIDELINES

Creative can span the entire asset template, but color contrast guidance 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.**

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. 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.

Mobile App Home-Screen Hero

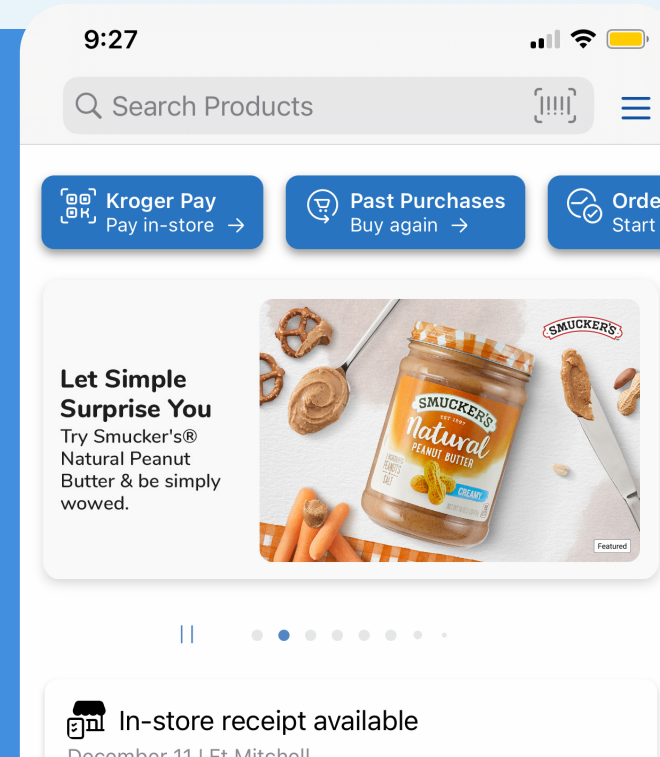
DYNAMIC TEXT HOMEPAGE HERO

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

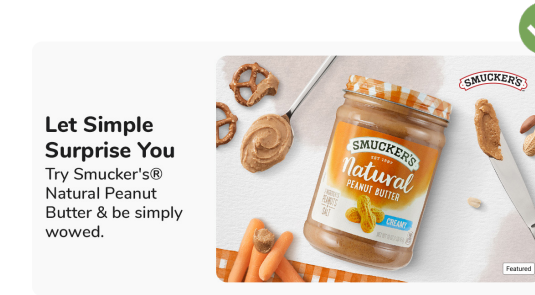
KPM DESIGNATION

Native/Mobile App home-screen.

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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

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

COPY SPECS

Header Character Limit: 30

Subtext Character Limit: 55

All copy that is added in platform will be black and cannot be adjusted.

COPY STYLING

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

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Featured Flag, Headline, Subtext, CTA and disclaimer. **Submit art full bleed at 716 px x 496 px. The additional transparent border will be appended after art is submitted.**

ADDITIONAL GUIDELINES

- Mobile App Hero creative does not include a CTA. This should not be added to creative and is not included in the template.
- Featured flag is a locked element placed in the bottom RIGHT corner with 16 px 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 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. 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.**

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. 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.

Mobile App Carousel Card

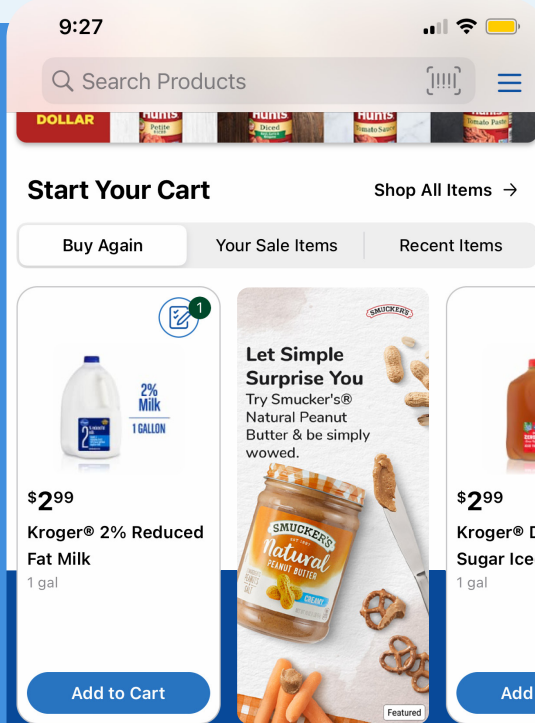
STATIC ESPOT

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

KPM DESIGNATION

Native/Mobile App product carousels.

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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: 624 px x 1420 px

Resolution: 72 dpi

Accepted Upload File Format: png or jpg

Max Upload File Size: 400kb max

COPY STYLING

Headlines should be Title Case with no end

punctuation. Subtext copy should be Sentence Case

with punctuation.

COPY SPECS

Header Character Limit: 30

Subtext Character Limit: 55

UPLOAD DETAILS

The following elements are added within the

Kroger Ad Platform: Featured Flag, Headline,

Subtext, CTA and disclaimer. Ensure PSD design

templates are utilized to confirm that background

imagery does not interfere with the mentioned

elements.

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 (#ffffff).

- Mobile App Carousel Card 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 16 px 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 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. 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.**

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. 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.

Featured Product Overlay (FPO)

OVERVIEW

A new Targeted Onsite Ad feature that displays real-time pricing (yellow tag or standard price) for a featured product based on a shopper's selected store. Kroger manages the back-end process and how the price populates within the new feature. FPO does not take into account promotional

events or any existent coupons. Therefore, item to be featured does not need to be on sale to opt-in to Featured Product Overlay. Initial launch will not include the capability to feature coupon in price bubble.

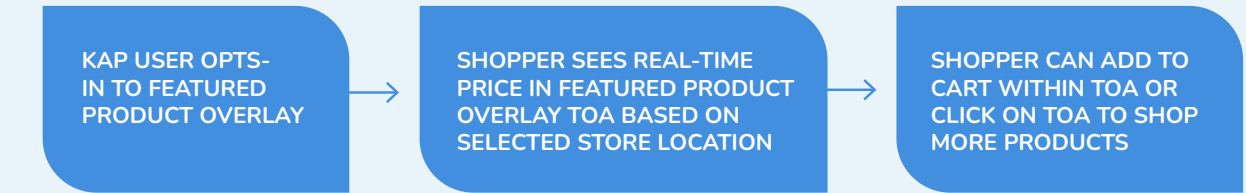
When opting in, ensure that the desired featured product for the TOA Feature Product Overlay creative is also included in your product selection during ad group set-up.

FEATURED PRODUCT OVERLAY TYPES

FPO experience will vary based upon item price, selected store, division and modality. The bubble overlay is added in Kroger Ad Platform as a placeholder, but final bubble is added upon ad delivery to the shopper on site. The information within the FPO will be dynamic and triggered from product data.

- Item Not Available** (no bubble): If the featured product is not available at the selected shopper's store, the bubble will not appear. Due to this, if the featured product is known to have limited distribution, it is recommended that creative be generic. Consider adding pack shots of alternate items behind the bubble that will show if the bubble does not populate
- Yellow Tag Price:** a yellow tag promotional price will be depicted by a yellow bubble. Note: they will only depict a Yellow Tag Price for an individual item. If a Mega event or promo is included such as '3 for \$10' or 'Buy 5, Save \$5' this will not be depicted within the price point.
- Add to Cart Functionality:** the 'Add to Cart' button is only added to the larger TOA sizes as smaller sizes cannot accommodate this due to size. Specifically, Web Desktop Skinny Esport and Web Homepage Hero. This will be dynamically added on the back end where applicable.

EXPERIENCE

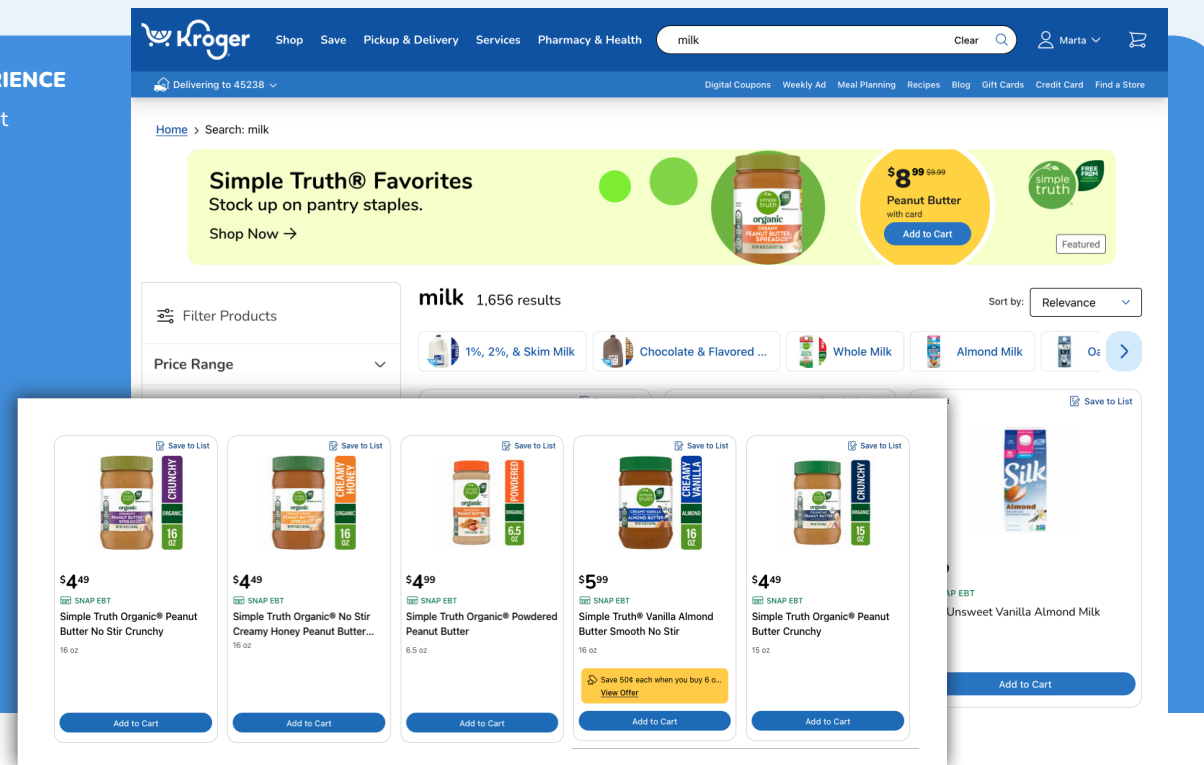


EXAMPLES

<p>\$9.99</p> <p>Peanut Butter</p> <p>Add to Cart</p> <p>Standard Price</p>	<p>\$8.00 \$9.00</p> <p>Peanut Butter with card</p> <p>Add to Cart</p> <p>Yellow Tag Deal</p>	<p>\$9.99</p> <p>Peanut Butter</p> <p>In-Store Only</p> <p>In-Store Only Price</p>	<p>\$9.99</p> <p>Peanut Butter</p> <p>Delivery Only</p> <p>Delivery Only</p>
<p>\$9.99</p> <p>Peanut Butter</p> <p>Item Out of Stock</p> <p>Out of Stock</p>	<p>\$4.99</p> <p>Peanut Butter</p> <p>Standard Price (No CTA)</p>	<p>4.99 \$7.00 each</p> <p>Peanut Butter</p> <p>Yellow Tag Deal (No CTA)</p>	

EXAMPLE SHOPPER EXPERIENCE

For Desktop Web Skinny Esport



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Featured Product Overlay (FPO) *Continued*

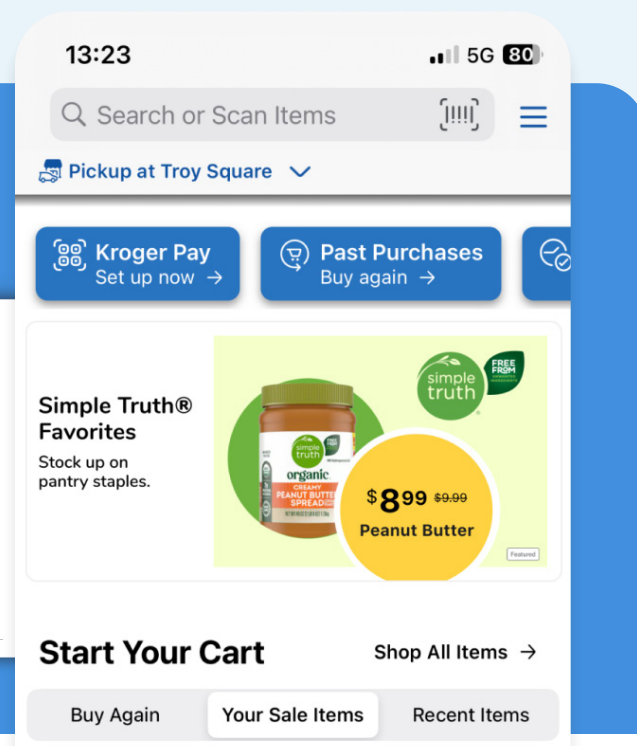
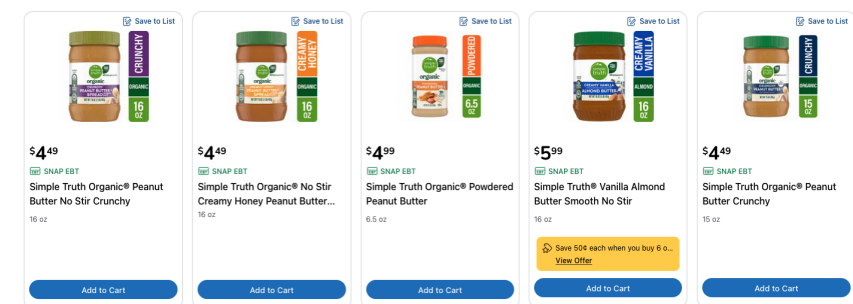
DESIGN

TOA creative templates and sizes will remain the same with a new artboard layer added for users activating Featured Product Overlay. Download PSD file with Featured Product Overlay layer ahead of building creative; layer should be turned off before output as Bubble Overlay is added by Kroger upon ad delivery on site.

The information within the FPO will be dynamic and triggered from product data. All other TOA elements such as Featured Flag, Headline and Subtext follow standard TOA guidelines outlined in this Style Guide.

EXAMPLE SHOPPER EXPERIENCE

For Desktop Web Skinny Espot



Creative Specs & Guidelines

Web Desktop Carousel Card creative example with FPO



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



Ex. Incorrect: Doesn't follow template, copy or design guidance. Important content hidden behind the bubble overlay.

DESIGN DETAILS

NEW CREATIVE LAYER

Suppliers should reference the Featured Product Overlay layer within the TOA PSD template file to ensure creative layout accounts for all elements including the bubble.

- A bubble placeholder will populate within KAP once supplier has opted in.
- Bubble overlay is static within PSD and in KAP and included on all 7 TOA sizes.
- When outputting creative from Photoshop (prior to KAP upload) the FPO layer should be turned off. I.e. Final flat art should not include bubble overlay.
- Ensure the bubble element will not cover any necessary background imagery unless featured product is known to have limited distribution, then it is recommended to consider adding pack shots of alternative items behind the bubble. This will ensure that alternative products show

if the bubble does not populate due to store not having the item. Key elements should not be obstructed by the bubble element.

- The creative should be able to be delivered with or without the bubble.
- Download PSD template file under Targeted Onsite Ads [here](#).

COPY SPECS FOR BUBBLE

BUBBLE ITEM DESCRIPTION

A product description of no more than 13 characters is required and added in the creative builder within KAP. Product description may need to be adjusted to fit character count.

CTA WITHIN BUBBLE

- For some sizes, the following additional copy or CTAs will populate based on the shopper experience: Add to Cart, In-Store Only, Out of Stock or Delivery Only.
- Depending on TOA size it will be dynamically populated on the Kroger side.

PRICE WITHIN BUBBLE

Kroger manages the back-end process and what price populates within the new feature bubble will reflect what the shopper sees in store. This is not added within KAP, but added by Kroger upon ad delivery to shopper onsite.

EXPERIENCE

- Click-Thrus & CTA: TOAs that include the Featured Product Overlay option should click through to a curated product list and utilize a "Shop Now" CTA which is added in the creative builder in KAP.
- Placements: This real-time pricing feature is meant to be used only for TOA Search & Browse and Shop & Discover placements.
- Savings callouts are discouraged as promotional pricing will already be depicted by the Featured Product Overlay. Price and promotions can vary across divisions and stores. Messaging that speaks to specific savings could result in a poor customer experience.

- Featured Product Overlay does not take into account promotional events (such as Mega events) or any existent coupons.
- Yellow Tag prices are depicted by a yellow bubble.
- Disclaimers should not be included unless legally required. If a generic savings message is utilized within the copy, a disclaimer including valid dates is required. (E.g. Valid xx/xx-xx/xx).
- Featured item pack shot to be featured as sizing permits.
- The featured UPC/product must be included in product selection during TOA ad group set-up.
- ALL other TOA elements such as Featured Flag, Headline, Subtext follow standard TOA guidelines outlined in this Style Guide.