

ON-SITE STYLE GUIDE

For Branded Landing Pages



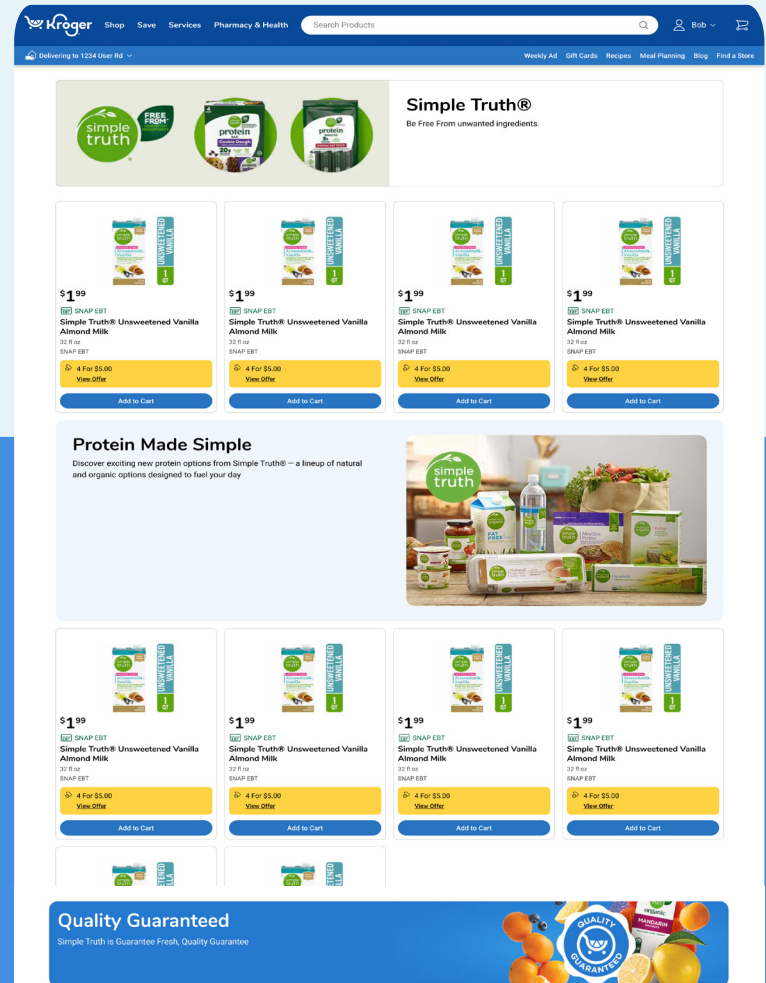
Introduction

Branded Landing Pages (BLPs) give brands a dedicated, shoppable brand destination on Kroger's on-site property. They are designed to support consideration through conversion by combining full brand storytelling with a curated product assortment in one place. They will be discoverable through click-throughs from other media activations. During the campaign flight, page creative, UPCs and messaging can be refreshed via the Kroger Ad Platform.

At launch each Branded Landing Page will have:

- A brand-owned url on Kroger's sites
- No division exclusions
- Branded header and footer imagery
- Curated products list (2 – 50 ranked products)
- Mid-page content block to highlight brand messaging or seasonal moments
- Seamless add-to-cart functionality across web and app

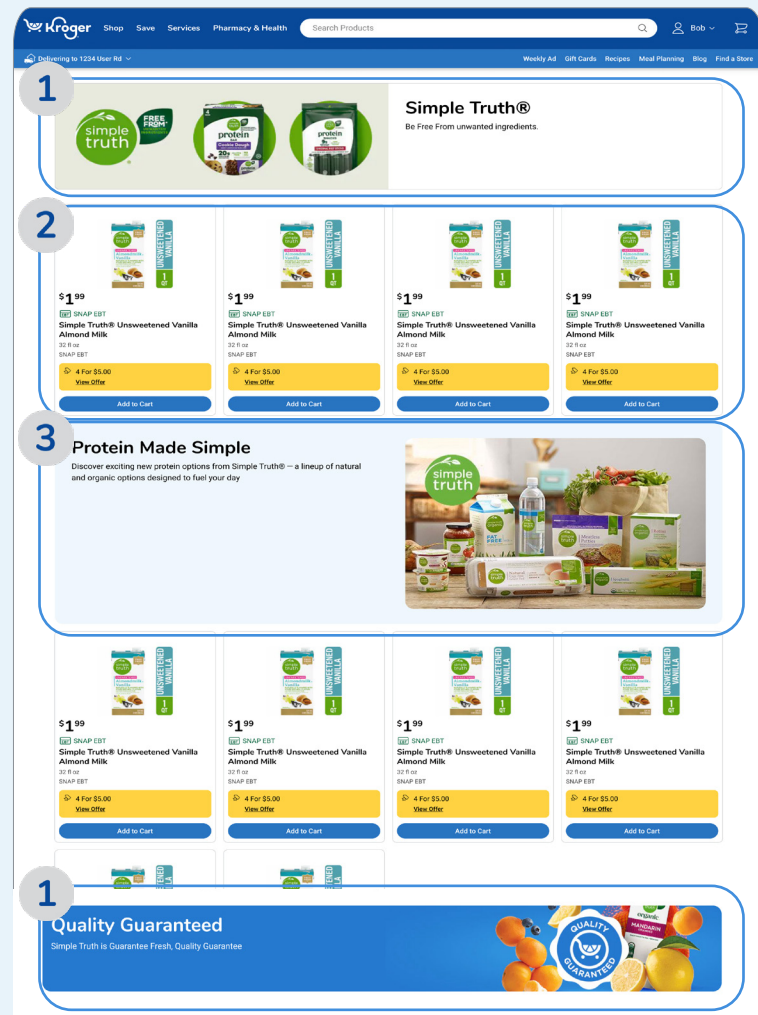
The above features are subject to change as Kroger and KPM evolve this product offering.



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Features

Subject to change as Branded Landing Pages evolve.



1 BRANDED HEADER & FOOTER

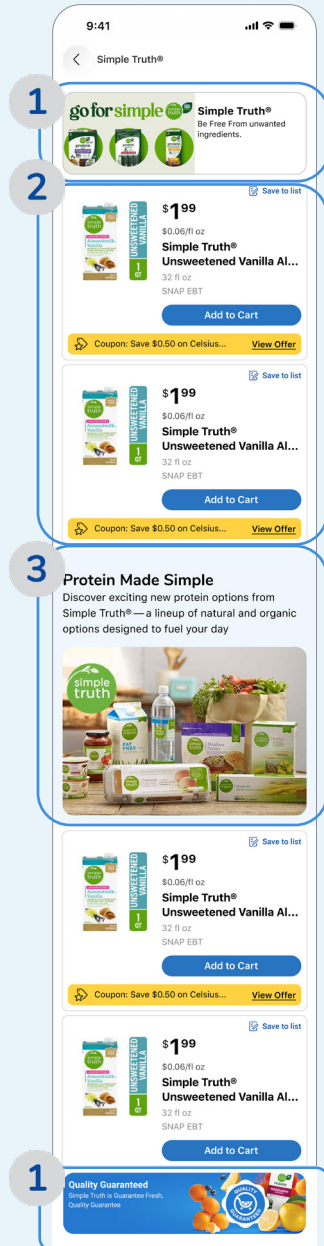
Static header and footer images that make the page a destination and showcase brand visuals and supporting copy.

2 CURATED PRODUCT LIST

A ranked selection of 2–50 UPCs. Logged-in shoppers can add items directly to cart from the product card.

3 CONTENT ACTION BLOCK

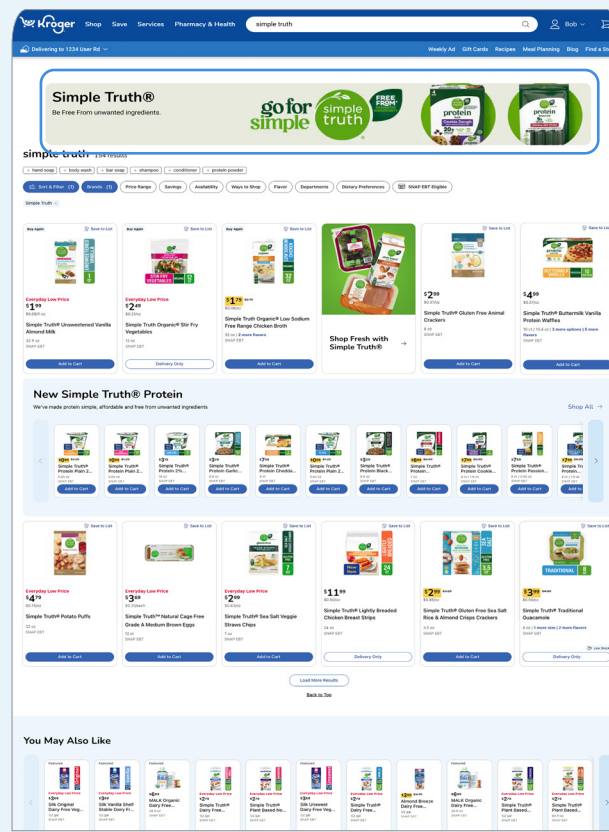
Placed mid-page, typically after the first few products. This block features brand imagery with a headline and supporting copy to bring your brand story to life.



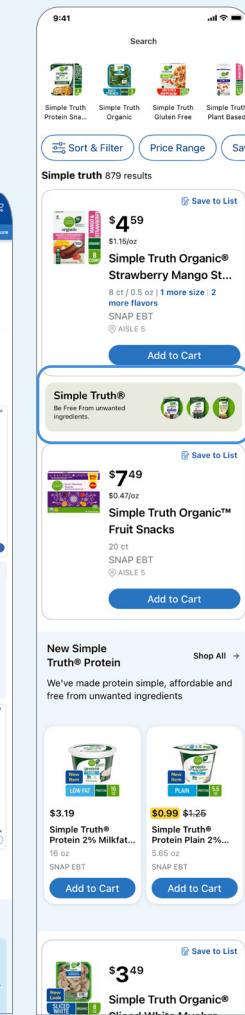
Customer Flow

Subject to change as Branded Landing Pages evolve.

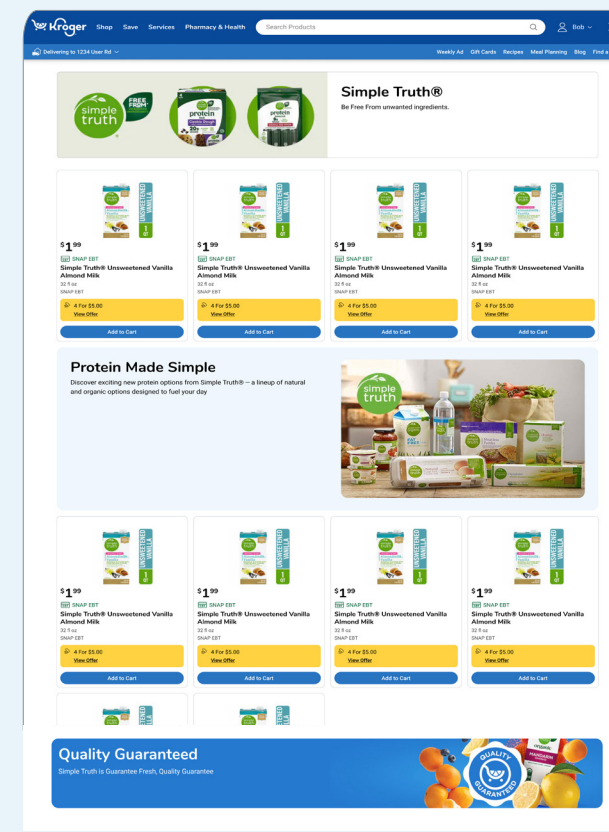
Targeted On-Site Ad (TOA) on Web Desktop Search Results



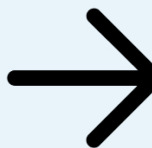
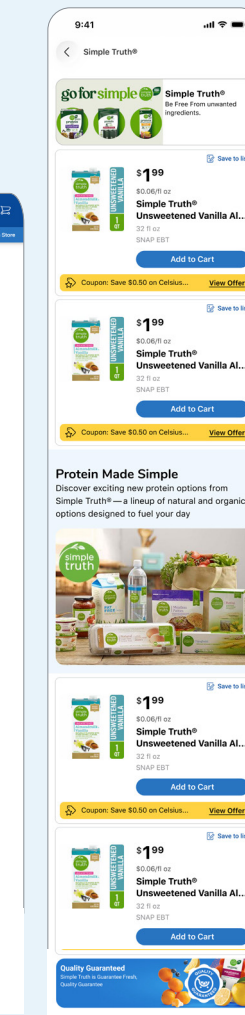
TOA on App Search Results



Web Desktop Branded Landing Page



App Branded Landing Page



Activation Guide

Branded Landing Pages will allow brands to generate a customized URL that can be used as the click-through destination for both onsite and offsite KPM media.

DEDICATED, CUSTOM URL

Each BLP includes a unique, brand-owned URL across all Kroger banner sites. Brands choose the URL keyword attached to the BLP. System generated URL cannot be edited mid-flight, meaning keyword cannot be updated once live.

IN-FLIGHT FLEXIBILITY

BLPs are eligible for in-flight refreshes and updates to support evolving messaging or priorities. There is no max number for refreshes. Suppliers responsible for refreshes and messaging accuracy. KPM team to review and approve all creative refreshes.

SETUP FEE

A \$1,500 set up fee is required per BLP URL. Supplier to set up campaign in the Kroger Ad Platform and own refreshing the BLP. Per campaign there's just one ad group.

TRAFFIC

Traffic is only driven to BLPs via KPM Media. Both Offsite and Owned & Operated Media are eligible. Pages cannot be found organically one-site neither via search terms.

LIVE DURATION

BLP URLs remain live for 52 weeks, creating an always on brand destination to be used across all other media activations.

ANNUAL RENEWAL

After 52 weeks, brands may choose to renew their URL for \$1,500 to maintain continuity.

UPC LIST

A list of 2–50 UPCs will need to be provided. BLPs allow brand to rank UPCs in priority order. UPCs can be edited mid-flight. Supplier to ensure added UPCs go well with the overall page layout and messaging.

CREATIVE

Unique creative is recommended across all page components to avoid redundancy and better support your brand initiatives and product messaging. Must meet Kroger's onsite guidelines and WCAG 2.0 Level AA guidance. Reference pages [7](#) – [24](#) for direction.

Guidelines

PSD templates for BLPs 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) is 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.

MESSAGING

Branded Landing Pages are designed to tell a compelling brand story and engage Kroger shoppers. Messaging should be clear, engaging, and customer-friendly with a focus on inspiring discovery and building brand affinity.

To ensure a consistent shopper experience, please avoid the following in BLP messaging:

- References to competitive brands and products
- Division- or store-specific callouts
- Health or wellness claims that are not supported by approved documentation and required disclaimers
- Coupon, discount, or promotional offer callouts that are specific to a single division, store, or group of customers (targeted households)

SEASONALITY & SAVINGS

Disclaimers (and therefore savings language) only allowed in Content Action Block (CAB) containers. Refrain from calling out specific savings messages and instead use generic language for

the duration of the promotion to avoid a negative shopper experience. Supplier is responsible for their page refreshes and this should also cover seasonality and/or short-lived brand moments.

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

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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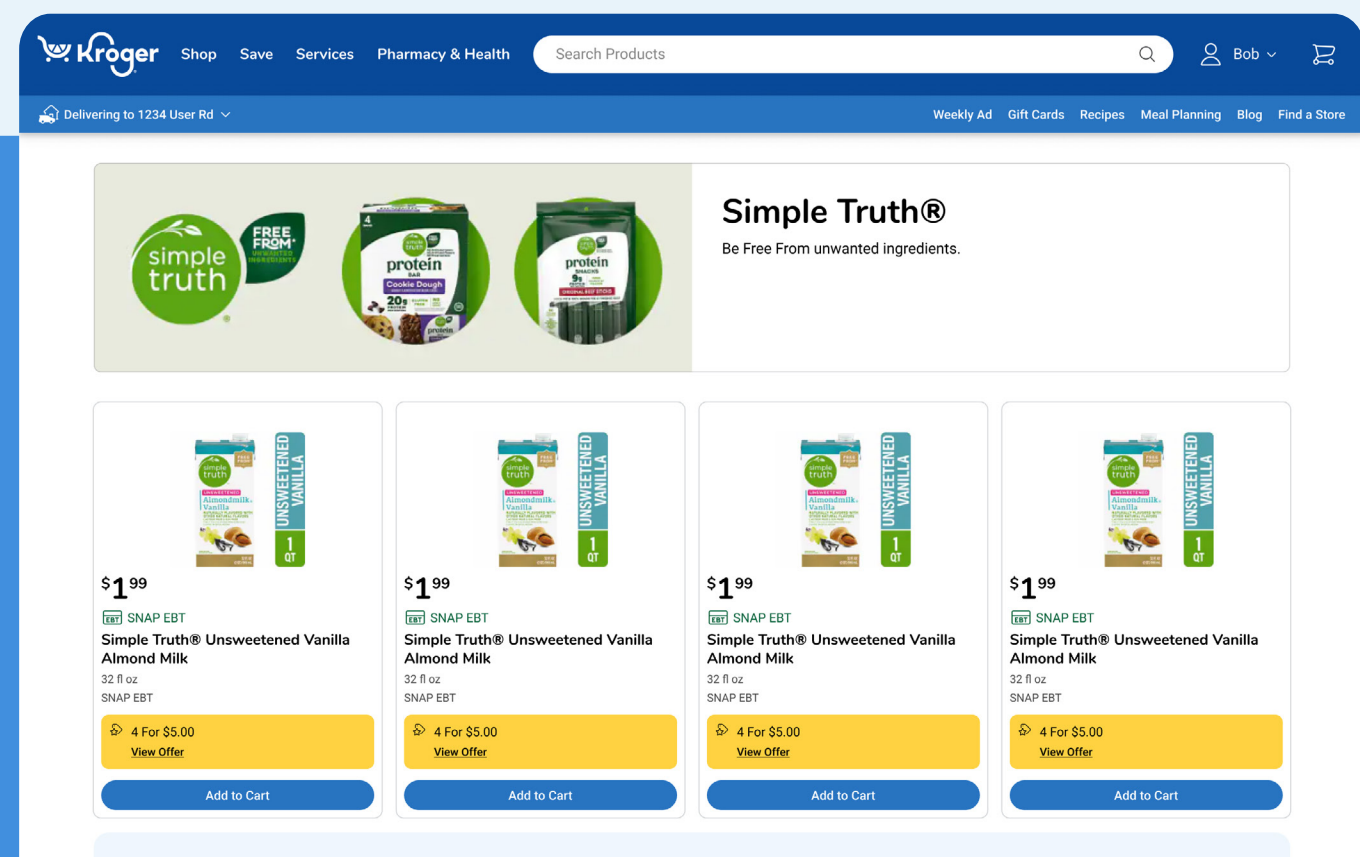
Web Desktop Top Banner

DYNAMIC TEXT ESPOT

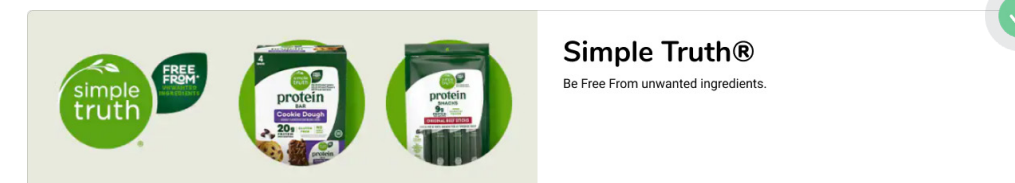
The dynamic text e-spot allows for HTML dynamic text separate from the image

KPM DESIGNATION

Branded Landing Page



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: 884 px x 248 px
 Dimensions with white space, text, and border will vary across devices.
 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
All copy that is added in platform will be black and cannot be adjusted.
To maintain consistency with the web mobile and native top banner sizes, disclaimer is not an option.

COPY STYLING

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

UPLOAD DETAILS

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

ADDITIONAL GUIDELINES

- Subtext for the web desktop top banner size is optional.
- Corners will be rounded during development. Do not supply image with rounded corners or border/elevation/shadowing.
- The web desktop top banner is a static e-spot intended to welcome customers to the page. Please do not add a call-to-action (CTA).

ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together. **KPM adheres to WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3:1 for text 18 pt or larger.**

- 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 the header and subtext. Do not use all caps.

- **Correct Alt Text:** "Advertisement: Simple Truth Protein Bars, Snacks, and Electrolyte Drink Mix. Go for Simple."
- **Incorrect Alt Text:** "Simple Truth Protein"

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 areas.
- Do not have repetitive and/or redundant copy points. Keep text that's embedded into the creative at a minimum.
- **Full-bleed white or black backgrounds are not permitted.**

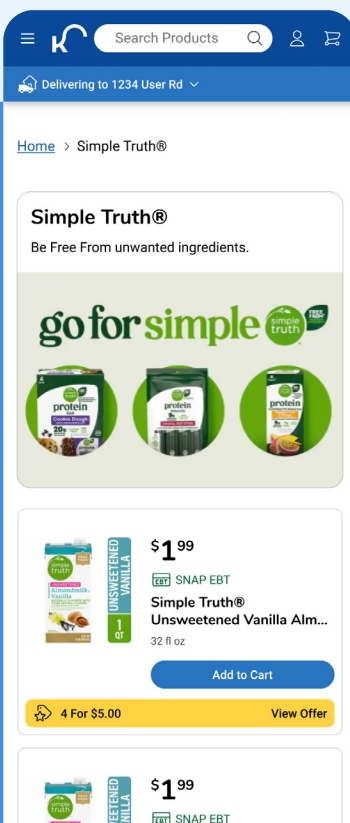
Web Mobile Top Banner

DYNAMIC TEXT ESPOT

The top banner dynamic text e-spot allows for HTML dynamic text separate from the image

KPM DESIGNATION

Branded Landing Page



Creative Specs & Guidelines

IMAGE SPECS

Submitted Dimensions: 576 px x 360 px
Dimensions with white space, text, and border will vary across devices.
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
All copy that is added in platform will be black and cannot be adjusted.
Due to the reduced layout space at this size, disclaimer is not an option.

COPY STYLING

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

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Headline and Subtext. Submit art full bleed at 576 px x 360 px. The additional transparent border for the top banner will be appended after art is submitted.

ADDITIONAL GUIDELINES

- Subtext for the web mobile top banner size is optional.
- Corners will be rounded and border/elevation will be added during development. Do not supply images with rounded corners or border/elevation/shadowing.
- The web mobile top banner is a static e-spot intended to welcome customers to the page. Please do not add a call-to-action (CTA).

ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together. **KPM adheres to WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3:1 for text 18 pt or larger.**
- 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 the header and subtext. Do not use all caps.
 - **Correct Alt Text:** “Advertisement: Simple Truth Protein Bars, Snacks, and Electrolyte Drink Mix. Go for Simple.”
 - **Incorrect Alt Text:** “Simple Truth Protein”

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 areas.
- Do not have repetitive and/or redundant copy points. Keep text that’s embedded into the creative at a minimum.
- **Full-bleed white or black backgrounds are not permitted.**

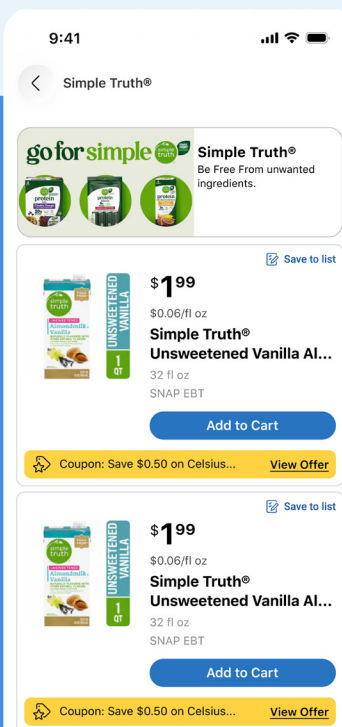
Native App Top Banner

DYNAMIC TEXT ESPOT

The top banner dynamic text e-spot allows for dynamic text separate from the image

KPM DESIGNATION

Branded Landing Page



Protein Made Simple
Discover exciting new protein options from Simple Truth—a lineup of natural and organic

Creative Specs & Guidelines

IMAGE SPECS

Submitted Dimensions: 716 px x 496 px
Dimensions with white space, text, and border will vary across devices.
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
All copy that is added in platform will be black and cannot be adjusted.
Due to the reduced layout space at this size, disclaimer is not an option.

COPY STYLING

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

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Headline and Subtext. Submit art full bleed at 716 px x 496 px. The additional transparent border for the top banner will be appended after art is submitted.

ADDITIONAL GUIDELINES

- Subtext for the native app top banner size is optional.
- Corners will be rounded and border/elevation will be added during development. Do not supply images with rounded corners or border/elevation/shadowing.
- The native app top banner is a static e-spot intended to welcome customers to the page. Please do not add a call-to-action (CTA).

ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together. **KPM adheres to WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3:1 for text 18 pt or larger.**
- 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 the header and subtext. Do not use all caps.

- **Correct Alt Text:** “Advertisement: Simple Truth Protein Bars, Snacks, and Electrolyte Drink Mix. Go for Simple.”

- **Incorrect Alt Text:** “Simple Truth Protein”

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 areas.
- Do not have repetitive and/or redundant copy points. Keep text that’s embedded into the creative at a minimum.
- **Full-bleed white or black backgrounds are not permitted.**

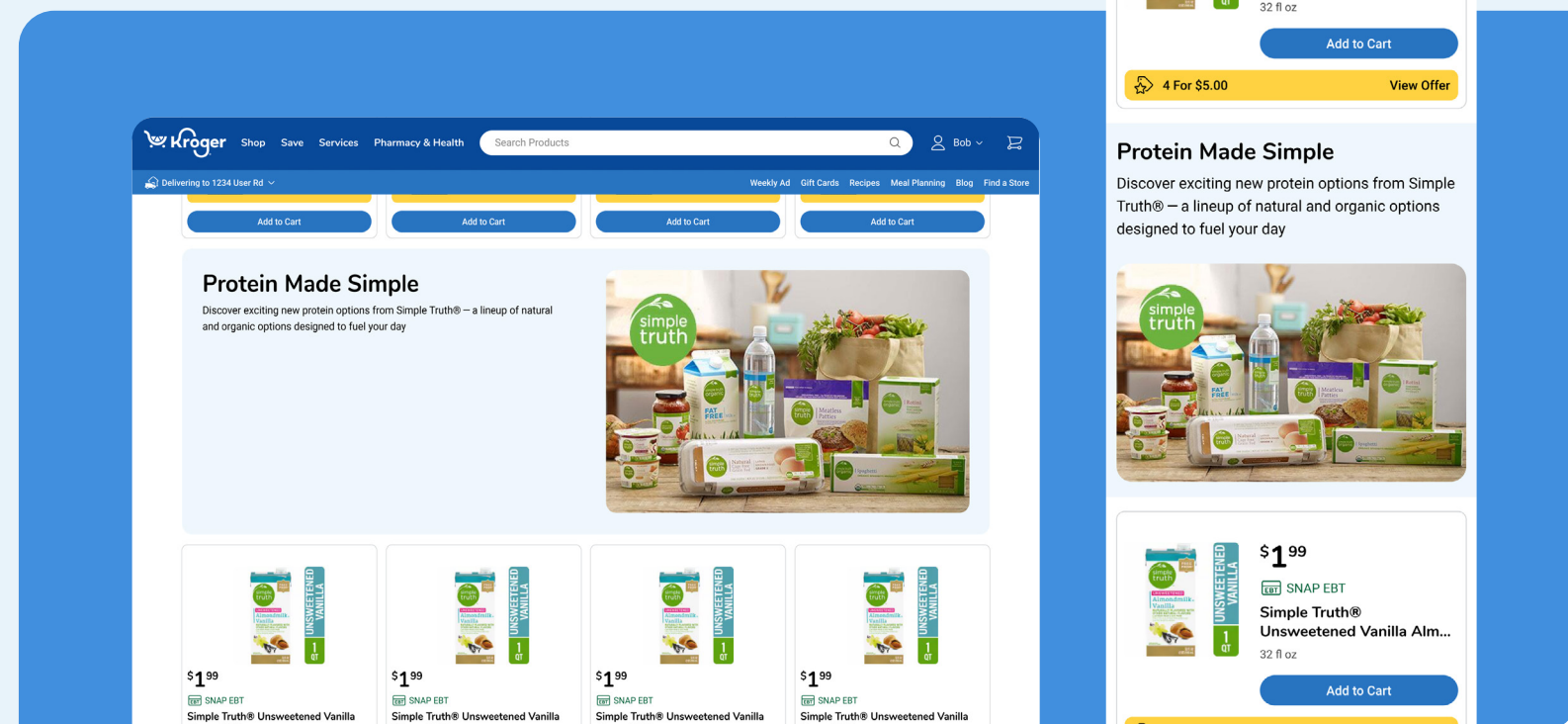
Web Desktop & Mobile Content Action Block

DYNAMIC TEXT CONTENT ACTION BLOCK

The dynamic text content action block allows for HTML dynamic text separate from the image

KPM DESIGNATION

Branded Landing Page



Creative Specs & Guidelines

IMAGE SPECS

Submitted Dimensions: 576 px x 360 px
Dimensions with blue background and text will vary across devices.
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: 500
Disclaimer Character Limit (if applicable): 125
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 end punctuation.

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Headline, Subtext, and disclaimer. Submit art full bleed at 576 px x 360 px.

ADDITIONAL GUIDELINES

- Corners will be rounded and border/elevation will be added during development. Do not supply images with rounded corners or border/elevation/shadowing.
- The web content action block should only have a header, subtext, and disclaimer if applicable. Please do not add a call-to-action (CTA).
- The web content action block background color will be #EFF7FD.

ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together. **KPM adheres to WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3:1 for text 18 pt or larger.**
- 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 the header and subtext. Do not use all caps.

- **Correct Alt Text:** "Advertisement: Simple Truth Protein Bars, Snacks, and Electrolyte Drink Mix. Go for Simple."

- **Incorrect Alt Text:** "Simple Truth Protein"

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 areas.
- Do not have repetitive and/or redundant copy points. Keep text that's embedded into the creative at a minimum.
- **Full-bleed white or black backgrounds are not permitted.**

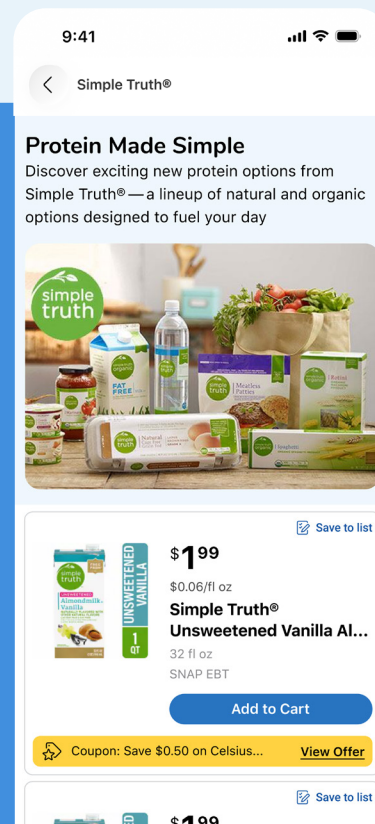
Native App Content Action Block

DYNAMIC TEXT CONTENT ACTION BLOCK

The dynamic text content action block allows for dynamic text separate from the image

KPM DESIGNATION

Branded Landing Page



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Creative Specs & Guidelines

IMAGE SPECS

Submitted Dimensions: 716 px x 496 px
 Dimensions with blue background and text will vary across devices.
 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: 500
 Disclaimer Character Limit (if applicable): 125
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 end punctuation.

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Headline, Subtext, and disclaimer. Submit art full bleed at 716 px x 496 px.

ADDITIONAL GUIDELINES

- Subtext for the native top banner size is optional.
- Corners will be rounded and border/elevation will be added during development. Do not supply images with rounded corners or border/elevation/shadowing.
- The native app content action block should only have a header, subtext, and disclaimer if applicable. Please do not add a call-to-action (CTA).
- The native app content action block will be #EFF7FD in light mode and #043269 in dark mode.

ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together. **KPM adheres to WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3:1 for text 18 pt or larger.**
- 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 the header and subtext. Do not use all caps.

- **Correct Alt Text:** “Advertisement: Simple Truth Protein Bars, Snacks, and Electrolyte Drink Mix. Go for Simple.”
- **Incorrect Alt Text:** “Simple Truth Protein”

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 areas.
- Do not have repetitive and/or redundant copy points. Keep text that’s embedded into the creative at a minimum.
- **Full-bleed white or black backgrounds are not permitted.**

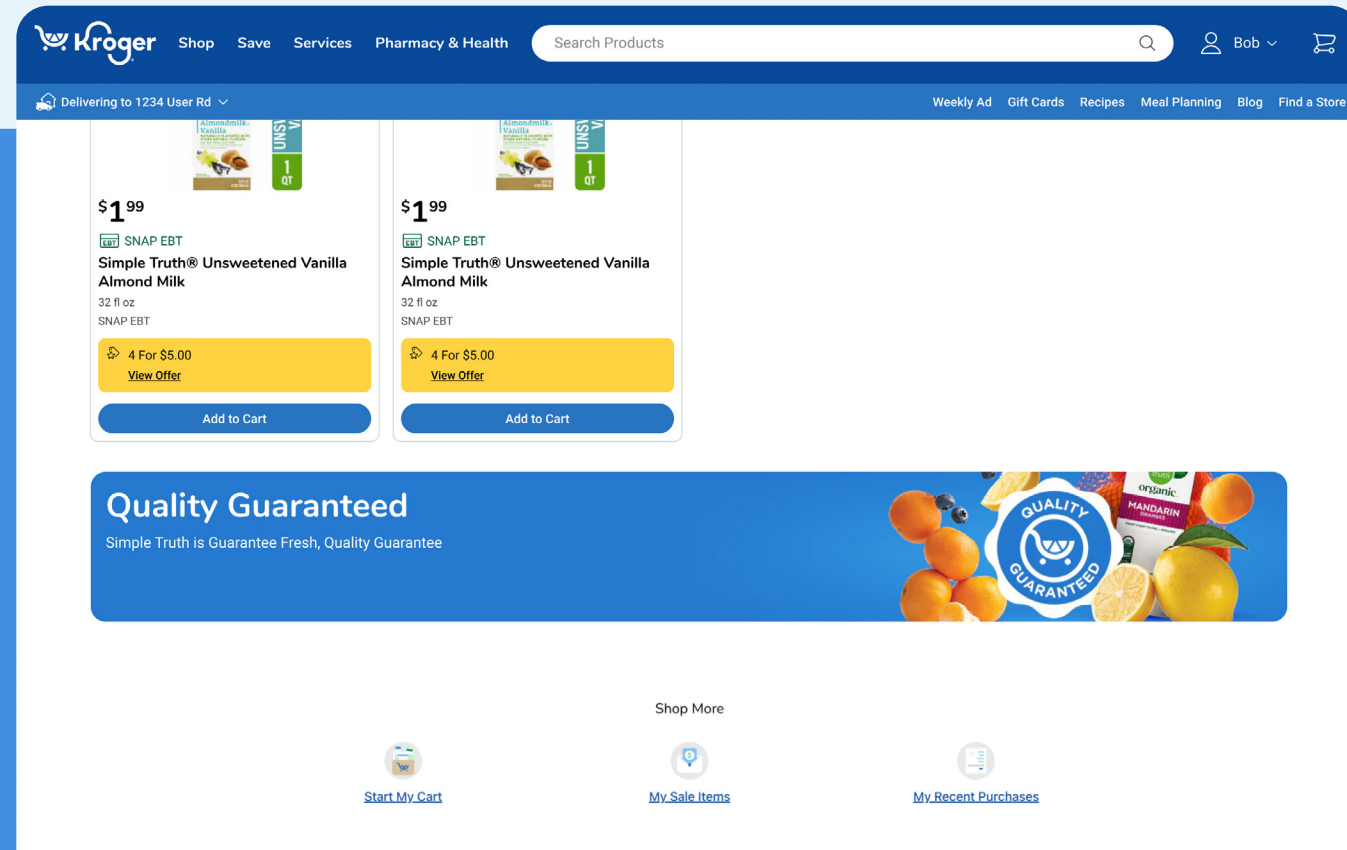
Web Desktop Bottom Banner

ESPOT

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

KPM DESIGNATION

Branded Landing Page



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Creative Specs & Guidelines



Quality Guaranteed

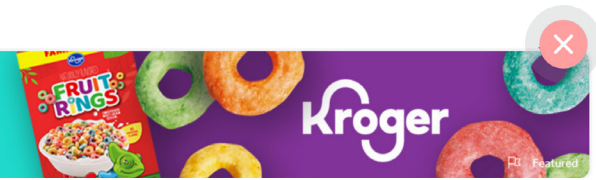
Simple Truth is Guarantee Fresh, Quality Guarantee



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

Submitted 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: 25
 Optional Subtext Character Limit: 50
To maintain consistency with the web mobile and native bottom banner sizes, disclaimer is not an option.

COPY STYLING

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

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Headline and Subtext. 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 and subtext. Available color options are black (#000000) or white (#ffffff).
- Subtext for the web desktop bottom banner size is optional. Note that two lines of headline and two lines of subtext cannot be accommodated.
- Corners will be rounded and border/elevation will be added during development. Do not supply images with rounded corners or border/elevation/shadowing.
- The web desktop bottom banner is a static e-spot intended to close out the page. Please do not add a call-to-action (CTA).

ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together. **KPM adheres to WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3:1 for text 18 pt or larger.**
- 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 while abiding by the PSD template working areas) 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 the header and subtext. Do not use all caps.

- **Correct Alt Text:** "Advertisement: Simple Truth Protein Bars, Snacks, and Electrolyte Drink Mix. Go for Simple."

- **Incorrect Alt Text:** "Simple Truth Protein"

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 areas.
- Do not have repetitive and/or redundant copy points. Keep text that's embedded into the creative at a minimum.
- **Full-bleed white or black backgrounds are not permitted.**

Web Mobile & Native App Bottom Banner

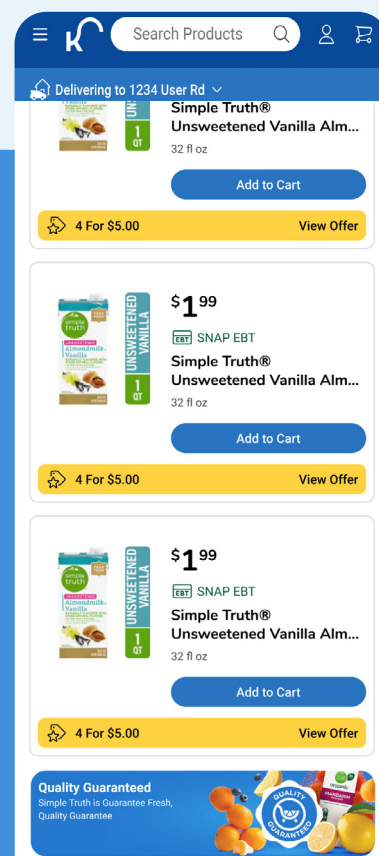
ESPOT

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

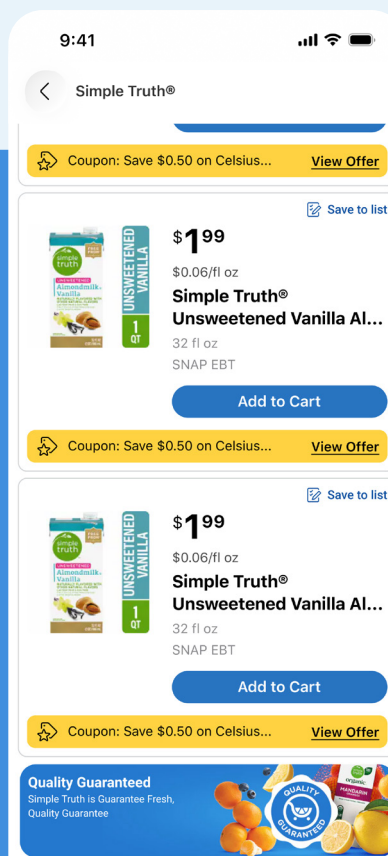
KPM DESIGNATION

Branded Landing Page

Web Mobile Bottom Banner

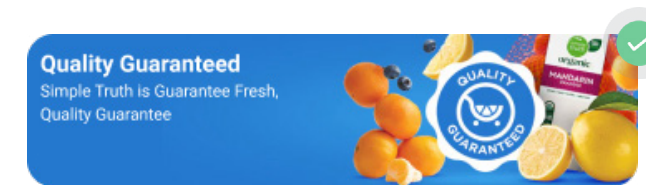


Native App Bottom Banner

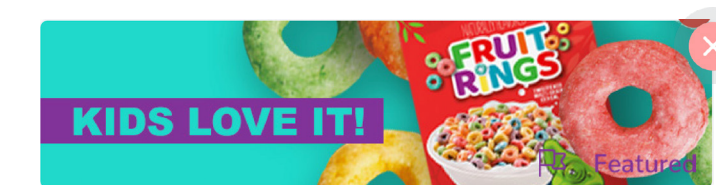


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Creative Specs & Guidelines



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



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

IMAGE SPECS

Submitted Dimensions: 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: 25
 Optional Subtext Character Limit: 50
Due to the reduced layout space at this size, disclaimer is not an option.

COPY STYLING

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

UPLOAD DETAILS

The following elements are added within the Kroger Ad Platform: Headline and Subtext. 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 and subtext. Available color options are black (#000000) or white (#ffffff).
- Subtext for the web mobile banner size is optional.
- Corners will be rounded and border/elevation will be added during development. Do not supply images with rounded corners or border/elevation/shadowing.
- The web mobile and native app bottom banner is a static e-spot intended to close out the page. Please do not add a call-to-action (CTA).

ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and background are presented together. **KPM adheres to WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3:1 for text 18 pt or larger.**
- 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 the header and subtext. Do not use all caps.

- **Correct Alt Text:** "Advertisement: Simple Truth Protein Bars, Snacks, and Electrolyte Drink Mix. Go for Simple."
- **Incorrect Alt Text:** "Simple Truth Protein"

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 areas.
- Do not have repetitive and/or redundant copy points. Keep text that's embedded into the creative at a minimum.
- **Full-bleed white or black backgrounds are not permitted.**