

Kroger Digital Experience Design: Multi-subject Email Module

KPM SPEC SHEET

VERSION 4.0 / 04.2022



Multi-subject Email (MSE) 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 or 3 sentences, whichever is fewer.

CALL TO ACTION (CTA)

CTAs should be no more than 20 characters 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.

If your module includes a coupon offer, you must use the CTA "Clip Coupon" as this is the text customers see on our site and in the app when they add a coupon to their Shopper's Card to use.

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 only a single asterisk in the body copy of the email to direct the customer to the footer, where the corresponding disclaimer begins with the same symbol. This asterisk may be versioned in the final email, as our emails may contain multiple disclaimers for various promotions. For this reason, do not put an asterisk in the image.

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.

Any image copy should be captured in the copy document as part of the module’s alt text. Image copy should not be redundant with the HTML headline.

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.

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 one 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 text, the alt text should match that copy. If an image contains no text, the alt text should be “null”.

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").
- Avoid "So we've sent you these savings" or "We're sending you these savings."
- Avoid use of exclamation points in copy

CAPITALIZATION

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 using other capitalization unless the brand is legally required to do so.

Delivery, Pickup and Ship

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

Other Words

The following words are all-capped when used in headlines or body copy: FREE, OFF and SAVE. Please do not all-cap words in HTML copy outside of these three instances and four areas.

DOLLARS AND CENTS

Format dollar amounts of less than one dollar in cents, using a ¢ symbol after (SAVE 75¢) instead of using a \$ symbol and decimalizing.

TONE OF VOICE

Our tagline, “Fresh for Everyone,” says it best: We are 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

- 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



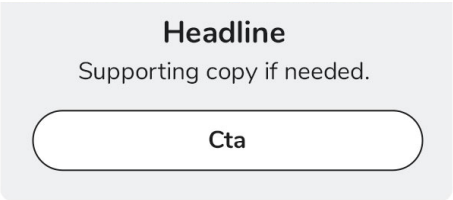
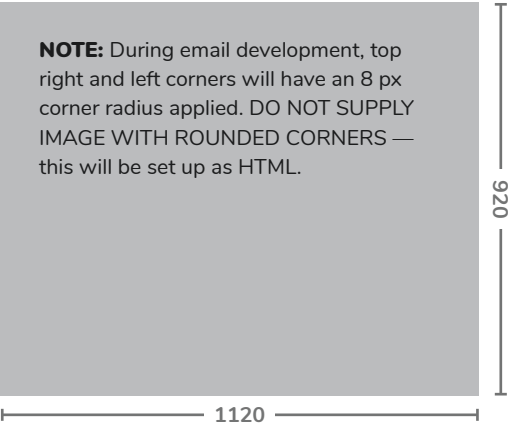
IMAGE SPECS

Dimensions: 1120 px x 920 px

Resolution: 72 dpi

File Format: jpg

File Size: 80kb min; 180kb max



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

Fonts used: Nunito with standard Helvetica, Arial, sans-serif HTML defaults.

Background color: #EFF0F1

EMAIL MODULE EXAMPLES



50¢ OFF :ratio™ Yogurt

NEW :ratio™ Protein has 25g protein and 3g sugar. Discover a powerful new dairy snack in the yogurt aisle.



Dip it. Sip it.

Put the “fast” in breakfast with BELVITA, the Dip it Sip it Breakfast Biscuit.**



Logo placement if applicable

There are two options for logo placement:

Option 1: One logo

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

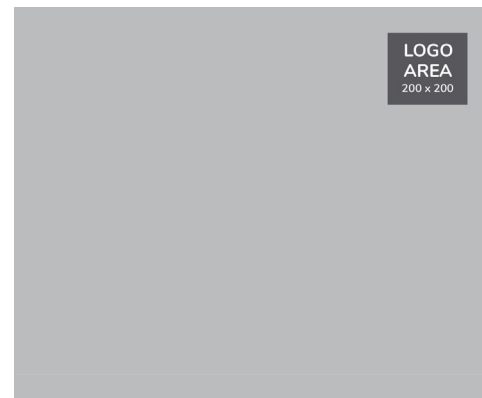
Option 2: Two logos

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.

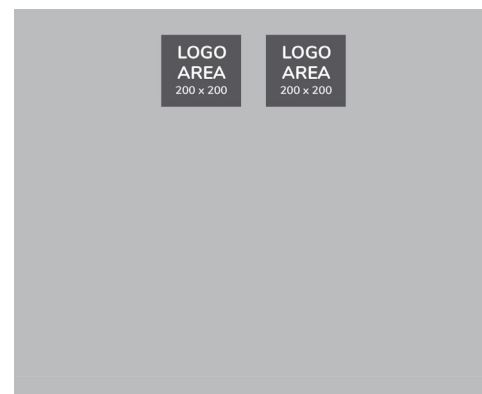
Horizontal Logos

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

OPTION 1



OPTION 2



Free Friday Hero Image Specs:



Hero Image will need to be provided outside of CAAM via email to your campaign manager.