FRESH FOR EVERYONE ™

Kroger ®

Logo Standards Guide
Vendor Edition

Vol. 6.0

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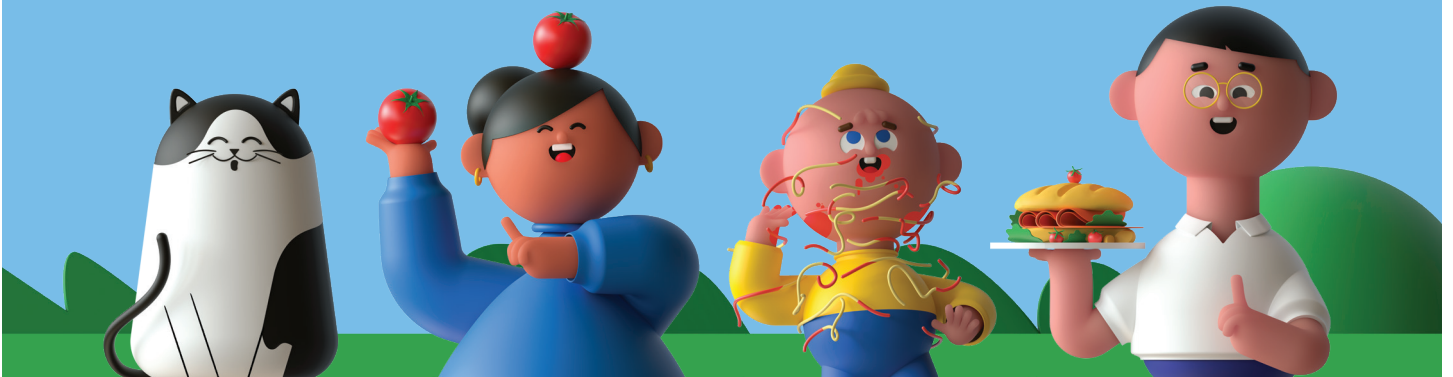
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Our Brand Expression

As a brand whose goal is to make freshness accessible to all, our brand expression should reflect that goal with a friendly, approachable and uncomplicated look, tone and feel. 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 actually like and need.

Our Logo Specifications

Our new visual identity is the perfect synergy of our contemporary brand's present and past. The new logotype is designed based on what Kroger needs today, while still retaining the recognizable and signature ligatures of the original version.

Because of the logo's impact on customer perceptions of Kroger, strict adherence to the established specifications is necessary to maintain the consistency of its appearance and usage.

Reproduction of the Kroger logo must always be done using Corporate-approved artwork. The logo may not be redrawn, changed or distorted and cannot be reproduced using conventional type faces.

The Registered Trademark symbol ® is incorporated into the design of the Kroger logo, in the correct position and size that is appropriate for most applications. However, if the Kroger logo is greatly increased or decreased in size, the ® registration declaration should be scaled accordingly.

Logotype Construct

The updated logo is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size, on any application.
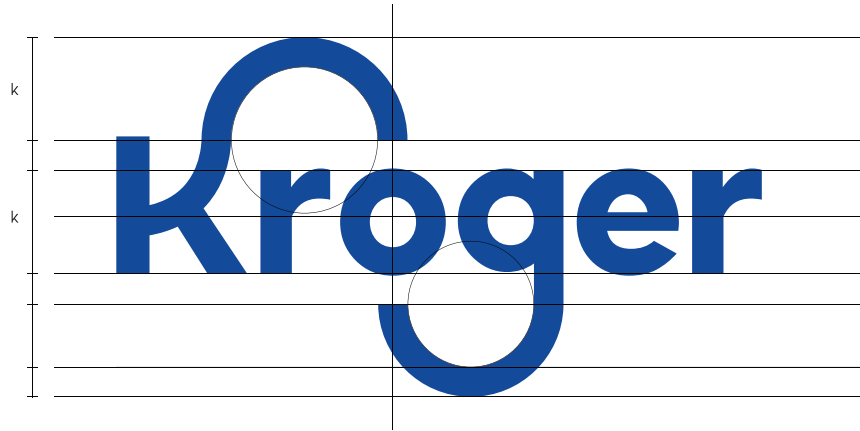
Clear Space

To ensure the optimum legibility of the logo, we need to protect its perimeter. Clear space is equal to the height of the "K" curve, as shown. Do not place other logos, type or graphic elements within the clear space indicated in the diagram.

Minimum Size

To ensure legibility, we have set the minimum sizes for the reproduction of our logo.
Do not use our logo smaller than the minimum size.

Large Print

1.25 in — Kroger

Medium Print

0.75 in — Kroger

Small Print

0.5 in — Kroger

Large Digital

80 px — Kroger

Medium Digital

45 px — Kroger

Small Digital

30 px — Kroger

Logo Color

Kroger blue has been the signature color of the brand throughout our history. It represents the knowledge, security, heritage and trust that our brand offers.

KROGER BLUE

PMS 2728C
C100, M82, Y6, K0
R8 G73 B153
#084999

The logo should always appear in Kroger blue (Pantone 2728C).
The logo may be reversed in white as necessary.

The logo should never be placed over a color that does not provide enough contrast. If the logo must be placed over a color other than Kroger Blue, this application should be approved by your Kroger Marketing partner.

Kroger Logo
Used for all vendor-owned and Kroger communications.

Incorrect Uses

Our logo must always be used consistently. The logo should not be misinterpreted, modified, or added to in any way. Do not alter the logo in any way. Its orientation, color and composition should remain as indicated in our guidelines. These rules also apply to all banner logos.

Do not use
old versions.

Do not use unapproved fonts or placement
when using endorser.
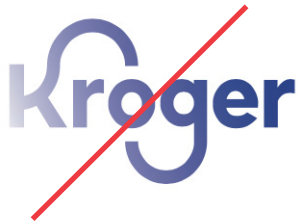
Do not apply a gradient
to the logo.

Do not change the typeface.
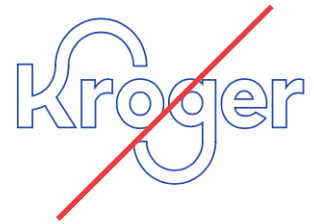
Do not outline or create a
keyline around the logo.

Do not distort or warp the logo
in any way.

Do not rotate or skew the logo.

Never use anything but the
approved colors of the logo.

Do not apply shadows to
the logo.

Never add other graphics or
type to the logo.

Do not place the logo over colors
that do not provide enough contrast.

Logotype on Photography

When placing the Kroger logo over photography, always use adequate contrast between the logo and imagery to ensure clear legibility of the logo.

Fresh Cart Icon

The "Fresh Cart" icon is the embodiment of our brand's purpose and promise to feed the human spirit by making fresh food accessible to all. The Fresh Cart combines two core Kroger Co. equities, innovation and fresh, into one. The shopping cart is a symbol that has become synonymous with the grocery shopping experience. Our cart is a nod to innovation and was created using the curve of our K to represent our dedication to continually improving the shopping experience, no matter how you like to shop. The citrus wedge symbolizes a commitment to Fresh that goes beyond food. At Kroger, "Fresh" is an approach to everything we do and a feeling we hope to inspire in our customers.

This icon should be included with the logo and tagline whenever possible, serving as a consistent visual unifier across our banners, services, modalities and experiences.

Fresh Cart Lockup

The following is the "Fresh Cart" icon lockup.

Minimum Size

To ensure legibility, we have set the minimum sizes for the reproduction of our logo. Do not use our logo smaller than the minimum size.

Large Print

1.25 in

Medium Print

0.75 in

Small Print

0.5 in

Large Digital

80 px

Medium Digital

45 px

Small Digital

30 px

Clear Space & Spacing

To ensure the optimum legibility of the logo, we'll need to protect its perimeter. Clear space is equal to the height of the "K" curve, as shown. Do not place other logos, type or graphic elements within the clear space indicated in the diagram.

The icon should always be flush to the left of the Kroger logo and should not exceed the height of the "K". The space between the icon and the logo should be the width of the citrus wedge, as seen in the example.

The Fresh Cart icon should adopt the primary color of the banner it's locked up with, as seen in the example below.

Clear space required when endorser is added to the Kroger logo. See page 12 for Endorser Specifications.

Endorser Specifications

"Available at" is the preferred wording to denote that a product can be found at a Kroger store.

If a product is new to the market and has never been offered elsewhere, or if it is being offered at Kroger for the first time, "New at" may be used instead of "Available at."

If a product can only be found at Kroger and nowhere else, "Exclusively at" may be used instead of "Available at." If a product can only be found at Kroger for a limited time, "For a limited time at" may be used instead of "Available at."

Available at

The width of "Available at," "Exclusively at" and "For a limited time at" should equal the width of the word "Kroger" in the logo when at 100%.

Available at	Available at	New at	New at

Exclusively at	Exclusively at	For a limited time at	For a limited time at

"Available at," "New at," "Exclusively at" and "For a limited time at" should be in ITC Avant Garde Gothic Std Bold, and centered above the logo. This is an exception to the logo clear space rule. The Kroger logo should be located in the lower right-hand corner of the layout.

Kroger recognizes that some layouts may require alternative placement of "Available at," "New at," "Exclusively at" and "For a limited time at" (e.g. to the left of the logo), or alternative placement of the logo within the layout (e.g. in the bottom left-hand corner). These layouts will be reviewed for approval on a case-by-case basis by the Kroger Creative Department.

abc
ABC
123

ITC Avant Garde Gothic Std Bold
This easy-to-read, sans serif typeface works well across all media platforms and applications.

Endorser Specifications for Banner Logos

"Available at" is the preferred wording to denote that a product can be found at a Banner store.

If a product is new to the market and has never been offered elsewhere, or if it is being offered at Kroger for the first time, "New at" may be used instead of "Available at."

If a product can only be found at Kroger and nowhere else, "Exclusively at" may be used instead of "Available at." If a product can only be found at Kroger for a limited time, "For a limited time at" may be used instead of "Available at."

"Available at," "New at," "Exclusively at" and "For a limited time at" should **match the Banner color**. In this case, Baker's red was used for knockout versions. In cases where Kroger blue must be used for knockout versions, the Banner logo colors must NOT be edited to match.

Available at
🛒 **Baker's**

The width of "Available at," "Exclusively at" and "For a limited time at" should equal the width of the word "Kroger" in the logo when at 100%.

Available at
🛒 **Baker's**

Available at
🛒 **Baker's**

New at
🛒 **Baker's**

New at
🛒 **Baker's**

Exclusively at
🛒 **Baker's**

Exclusively at
🛒 **Baker's**

For a limited time at
🛒 **Baker's**

For a limited time at
🛒 **Baker's**

Examples of knockout Banner logo used with Kroger blue.

Exclusively at
🛒 **Baker's**

Available at
🛒 **Baker's**

New at
🛒 **Baker's**

For a limited time at
🛒 **Baker's**

"Available at," "New at," "Exclusively at" and "For a limited time at" should be in ITC Avant Garde Gothic Std Bold, and centered above the logo. This is an exception to the logo clear space rule. The Banner logo should be located in the lower right-hand corner of the layout.

Kroger recognizes that some layouts may require alternative placement of "Available at," "New at," "Exclusively at" and "For a limited time at" (e.g. to the left of the logo), or alternative placement of the logo within the layout (e.g. in the bottom left-hand corner). These layouts will be reviewed for approval on a case-by-case basis by the Kroger Creative Department.

abc
ABC
123

ITC Avant Garde Gothic Std Bold
This easy-to-read, sans serif typeface works well across all media platforms and applications.

Clear Space

To ensure the optimum legibility of Banner logos, we need to protect their perimeter. In order to maintain the integrity of the logotype, at least 1/4" of the surrounding space should be free of design elements. Do not place other logos, type or graphic elements within the clear space indicated in the diagram.

0.25 in

0.25 in

Clear space required when endorser is added to the Banner logo. See page 13 for Endorser Specifications for Banner logos.

Banner Logos

Baker's

KING Soopers

City Market

Kroger

Dillons FOOD STORES

MARIANO'S

Food4Less

metro market

Foods Co.

PayLess Super Markets

FredMeyer

Pick 'n Save

Fry's FOOD STORES

QFC Quality Food Centers

Gerbes Super Markets

Ralphs

JayC FOOD STORES

Smith's

Main Banner Colors

The use of full-color logos should be limited to digital media in placements where a white background is required by the media owner. To achieve a unified look across Kroger's Family of Stores, we recommend using the knockout version of each store's logo.

Baker's PMS 185C / C0 M93 Y79 K0 R228 G0 B43 / HEX E4002B	**fry's** FOOD STORES PMS 1795C / C0 M96 Y93 K2 R210 G38 B48 / HEX D22630	**metro market** PMS 575C / C47 M9 Y86 K35 R103 G130 B58 / HEX 67823A
City Market PMS 485C / C0 M95 Y100 K0 R218 G41 B28 / HEX DA291C	**Gerbes** Super Markets PMS 200C / C3 M100 Y70 K12 R186 G12 B47 / HEX BA0C2F	**Pay Less** Super Markets PMS 1795C / C0 M96 Y93 K2 R210 G38 B48 / HEX D22630
Dillons FOOD STORES® PMS 200C / C3 M100 Y70 K12 R186 G12 B47 / HEX BA0C2F	**JayC** FOOD STORES PMS 485C / C0 M95 Y100 K0 R218 G41 B28 / HEX DA291C	**Pick 'n Save** PMS 7490C / C52 M6 Y91 K25 R104 G149 B80 / HEX 689550
Food 4 Less PMS 803C / C0 M3 Y97 K0 R255 G233 B0 / HEX FFE900	**KING Soopers** PMS 1795C / C0 M96 Y93 K2 R210 G38 B48 / HEX D22630	**QFC** Quality Food Centers PMS 293 / C100 M56 Y0 K0 R0 G107 B182 / HEX 006886
Foods Co PMS 7482C / C100 M0 Y91 K6 R0 G157 B87 / HEX 009D57	**Kroger** PMS 2728C / C100 M82 Y6 K0 R8 G73 B153 / HEX 084999	**Ralphs** PMS 185C / C0 M93 Y79 K0 R228 G0 B43 / HEX E4002B
FredMeyer PMS 1795C / C0 M96 Y93 K2 R210 G38 B48 / HEX D22630	**MARIANO'S** PMS 575C / C47 M9 Y86 K35 R103 G130 B58 / HEX 67823A	**Smith's** PMS 200C / C3 M100 Y70 K12 R186 G12 B47 / HEX BA0C2F

The Kroger Co. Family of Stores

For clear visibility of the knockout logo collection, use a color-blocked background. The use of full-color logos should be limited to digital media in placements where a white background is required by the media owner. Please contact Kroger Marketing for guidance.

Typography

Our primary typeface is ITC Avant Garde Gothic Std Bold, and it should be used for all of our brand communications. This simple, clean, easy-to-read font lets us communicate clearly with our customers.

Aa

ITC Avant Garde Gothic Std Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Headline

ITC Avant Garde Gothic Std Bold.

Kroger Creative Toolkit

To receive the creative assets (downloadable art files), contact Kroger Marketing. You will be sent an email with instructions for a secure Internet link to easily download this material.

Contact Information

For general marketing questions:
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kelly.greene@kroger.com