Kroger FRESH FOR EVERYONE ™

Logo Standards Guide
Vendor Edition

Vol. 5.0
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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.
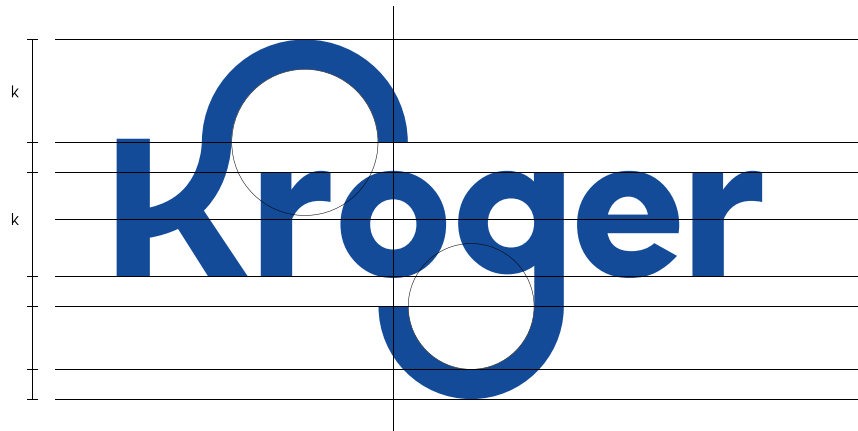
Clear Space

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

Medium Print

0.75 in

Small Print

0.5 in

Large Digital

80 px

Medium Digital

45 px

Small Digital

30 px

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.
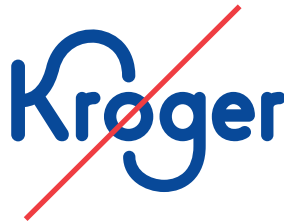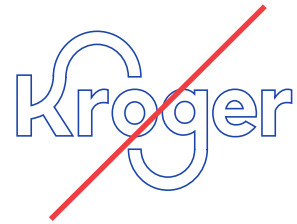
Do not use
old versions.

Do not use uapproved 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.
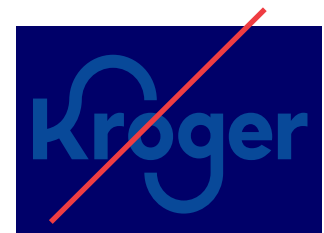
Do not rotate or skew the logo.

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

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."

Available at

Available at

New at

New at

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

Exclusively at

Exclusively at

Available at

The width of "Available at" or "Exclusively at" should equal the width of the word "Kroger" in the logo when at 100%.

"Available at," "New at" and "Exclusively 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" and "Exclusively 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.

The Kroger Co. Family of Stores

To achieve a unified look across Kroger's family of stores, we recommend using the knockout version of each store's logo. For clear visibility of the logo collection, use a color-blocked background.

Typography

Our primary typeface is called ITC Avant Garde Gothic Std Bold, and it should be used for all 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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