DXD | Email (DigComms)

Kroger ®

KPM CREATIVE STYLE GUIDE

MULTI-SUBJECT EMAILS

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" since 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.

Testing has shown that category specific Shop X CTAs ("Shop Produce") outperform generic ones ("Shop Now"). Do not exceed 4 words in a CTA.

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. You must use 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.

SUBJECT LINE

Subject lines will appear in the customer's inbox and should communicate the primary benefit of the email. Limit 50 characters. Use title case.

IMAGE

Avoid text in images to ensure readability across all devices. There are 2 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 email'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 1 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".

EMOJIS

Emojis should be used sparingly, and only in subject lines and headlines. Use a maximum of 2 emojis per email. To ensure the best compatibility, we recommending using emojis from the Emoji Version 13.0 list or earlier: https://emojipedia.org/emoji-13.0/

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"). See Appendix.

- Avoid "So we've sent you these savings" or "We're sending you these savings."

- Avoid using line breaks; copy will render differently on different devices and forced breaks can create formatting issues.

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 in other ways 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, Ralphs Delivery) but are left lowercase when standing alone ("Order fresh favorites for pickup").

Other Words

The following words are all-capped when used in subject lines, preheader text, headlines, body copy or coupon copy: FREE, OFF and SAVE. Please do not all-cap words in HTML copy outside of these 3 instances and 5 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. Whole numbers don't need decimals ($1).

TONE OF VOICE

Our tagline, Fresh for Everyone™, says it best: We're 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	Our Voice Is NOT
Approachable	Preachy
Optimistic	Cold
Witty	Slapstick
Friendly	Salesy
Relatable	Pretentious
Human	Snobby
Fun	Exclusive
Helpful	Vanilla
Inclusive	Fake
Confident	

MODULE COPY SPECS

Subject line character limit (including spaces): 20
Subject line case: Title Case

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

MSE MODULE

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

Fonts used: Nunito 16 px for body and 20 px for headline with standard Helvectica, Arial, sans-serif HTML defaults.
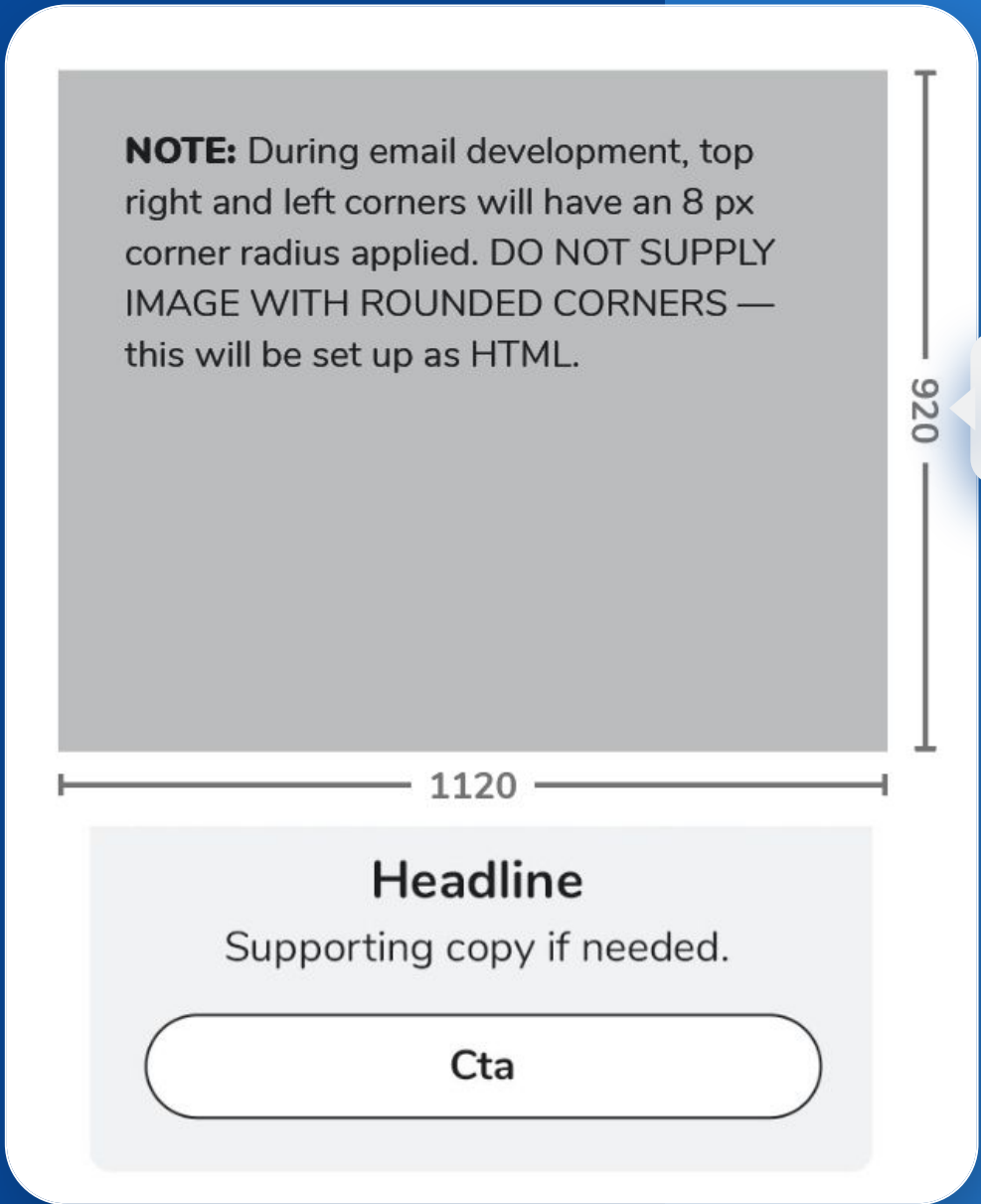Background color: #eff0f1

NOTE: During email development, top right and left corners will have an 8 px corner radius applied. DO NOT SUPPLY IMAGE WITH ROUNDED CORNERS — this will be set up as HTML.

920

1120

Headline
Supporting copy if needed.

Cta

IMAGE SPECS

Dimensions: 1120 px wide x 920 px high
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max

NO TEXT IN IMAGE
Logo placement examples on pg. 10

MSE MODULE EXAMPLES

SAVE $5 on 4

SAVE on your favorites from Hot Pockets®, Deliwich™, Tombstone®, Nesquik®, or Toll House® for pickup or delivery.

Clip Coupon

Spring For Something New

Right now you can SAVE $5 when you buy 5, so try new REESE'S ice cream and the whole Breyers® family today.

Start Saving

Smooth and Seriously Creamy

Made with 3 kinds of almonds for the best almondmilk.

Shop Now

APPENDIX

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
Albertsons 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)

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)