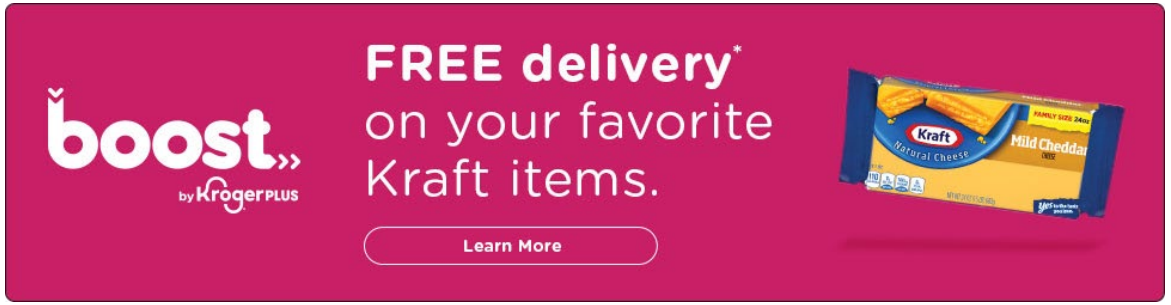
# Creative Templates



## Copy Guidelines:

**1 Boost Benefit**

1) FREE Delivery
2) 2X Fuel Points
3) Boost Member Exclusives

+

**CPG**

(CPG experience to be included as the CTA and above the CTA if space allows)

✓ Inclusion of participating product

× Avoid usage of CPG logo/branding outside of product feature.

Font: Google Nunito

# Boost Logo Standards

**Main Logo Negative**

The main version of the Boost logo brings in simple and ownable characteristics while allowing for clean legibility.

Utilize a white Boost logo on a flood of New Fuchsia as the primary color combination.

**Main Logo**

The main version of the Boost logo brings in simple and ownable characteristics while allowing for clean legibility.

Utilize a New Fuchsia logo on white as the secondary color combination.

# Boost Logo Standards

**Logo**
**Construction Grid**

Please follow the below construction grid guidelines when allowing space around the Boost logo in any deliverable.

All copy and other elements surrounding the logo should stay outside of the safety margin.

# Boost Logo Standards

**Logo Lockup Negative**

To ensure legibility of the logo lockup, the banner logo should follow the grid outline below.

When shown on New Fuchsia always utilize the white Boost by Kroger Plus logo.

**Logo Lockup**

To ensure legibility of the logo lockup, the banner logo should follow the grid outline below.

When shown on white always utilize the Kroger logo in its true logo color.

# Boost Logo Standards

**Logo & Handle**

Use the Boost logo with the handle and without "by Kroger Plus" on assets where the Kroger logo already prominently exists.

# Boost Logo Standards

**Banner Lockup**

When locking up the Boost logo with other banner logos, use the banners primary color for the "By Banner___" font.

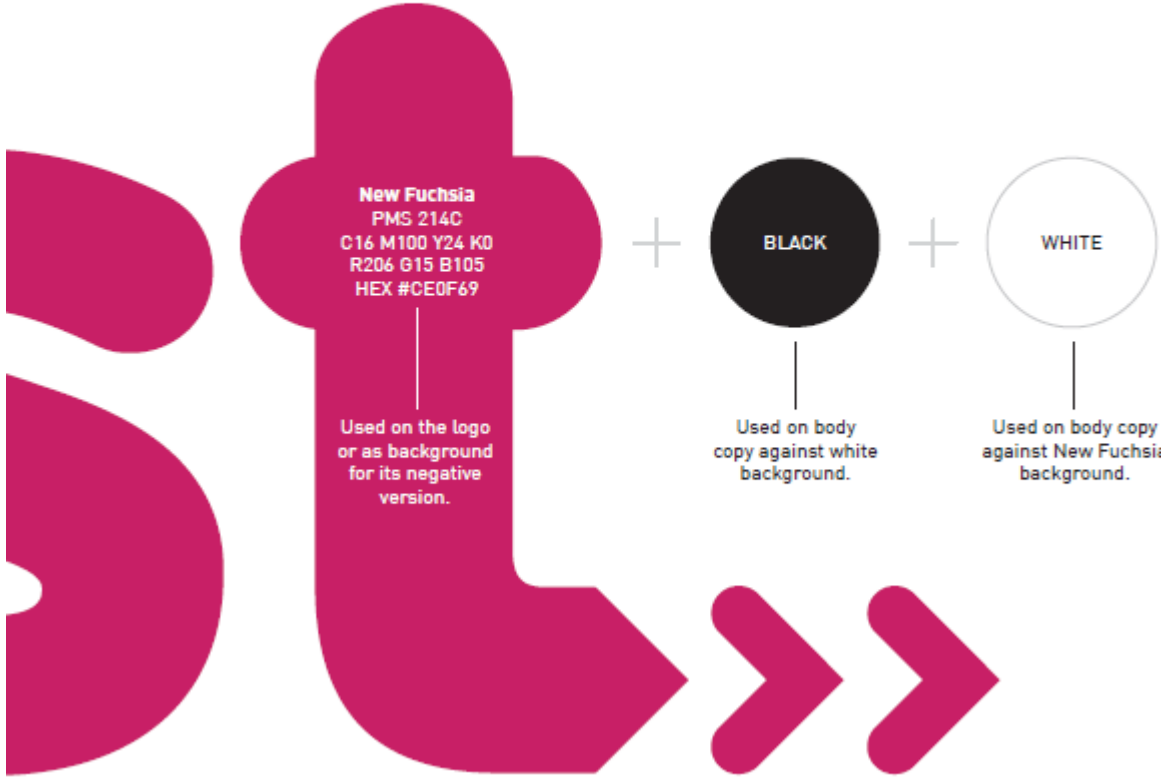
Utilize a white Boost logo on a flood of New Fuchsia as the primary color combination for all other banners.

# Color Palette

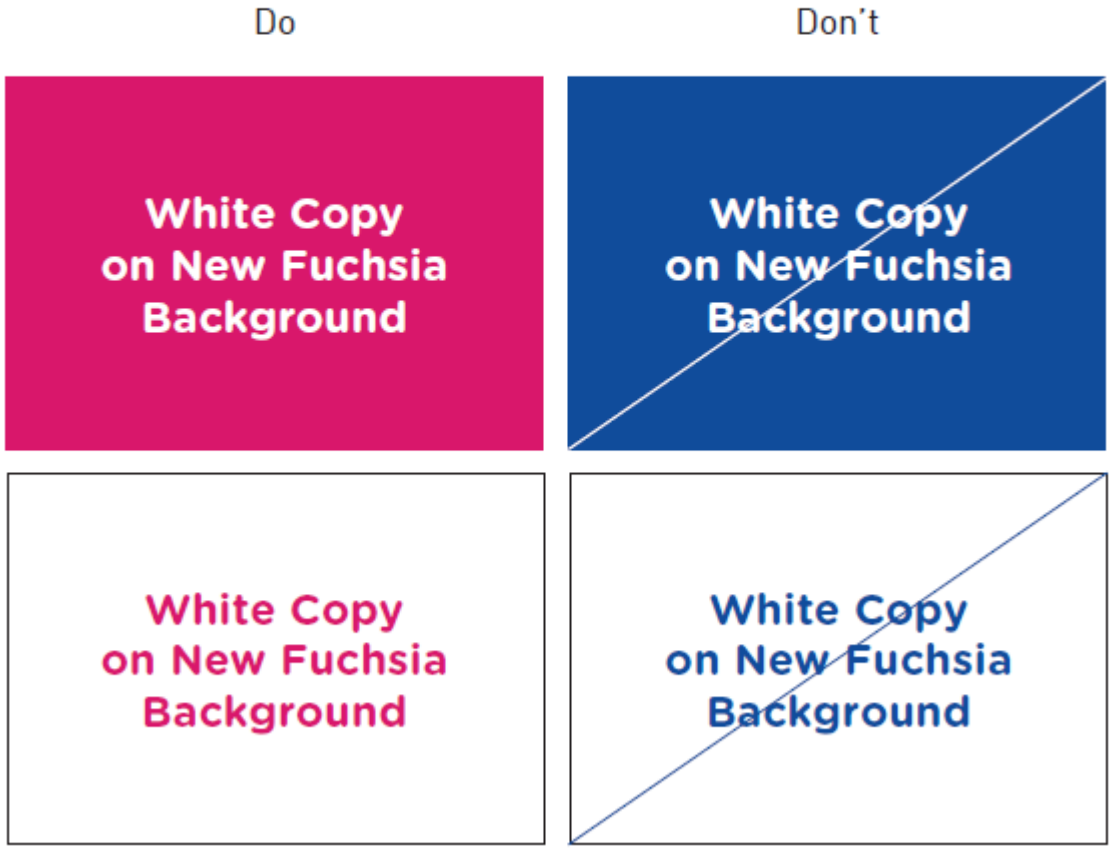
**Color Palette**

New Fuchsia is the primary color to be utilized, and is mainly used as the background color.

Please see below for color use cases.




**Color Treatment**

The background color on all Boost assets should be set in New Fuchsia with the exception of using a white background when specified.

All copy should be set in white on a New Fuchsia background unless it is set on a white background. Only then should it be set in New Fuchsia.