**Kroger Digital Experience Design**: Site & App

# HOMEPAGE KPM SPEC SHEET

VERSION 3.0 / 02.2022

PRECISION
MARKETING

Kroger | 84.51°

POWERED BY

Site templates include hero rotator and skinny espot options, while native templates are for mobile app heroes (MAH) only.

These sizes are set for each available template and should not be altered.

**HEADLINE**
Headlines should be no longer than 7 words and should not be redundant with the copy in the image. **Use ALL-CAPS with no punctuation.**

**BODY COPY**
Try to limit body copy to 120 characters max if possible. **No more than 2 lines of body copy should be used for heroes and no more than 1 line for MAHs**. Body copy should be sentence case with punctuation.

**CALL TO ACTION (CTA) LINK**
CTAs should be 2-3 words and ideally should be descriptive of the content the customer will see (e.g., Clip Coupon, Watch the Video, Check Out Recipes). **Use Title Case, no punctuation.**

**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 site is being read using text-to-speech accessibility software. If an image contains text, the alt text should be reflective of that copy.

**IMAGE BACKGROUND CONSIDERATIONS**
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 texture, patterns or large shifts of color in the background. **Keep backgrounds simple and clean with only one flood color**.

**Kroger**

## IMAGE SPECS

Dimensions: 1280 px x 312 px

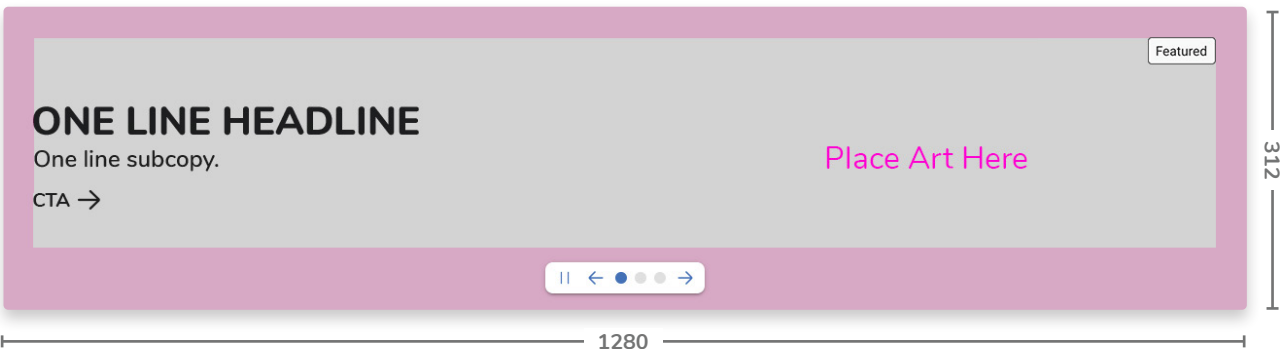Resolution: 72 dpi

File Format: jpg

File Size: 250kb max

## COPY STYLING

Headlines should be ALL-CAPS with no punctuation. Body copy should be sentence case with punctuation. CTA link should be Title Case with no punctuation.

Template includes 6 copy combinations to choose from:

- 1 Headline, CTA
- 1 Headline, 1 Subcopy, CTA
- 1 Headline, 2 Subcopy, CTA
- 2 Headlines, CTA
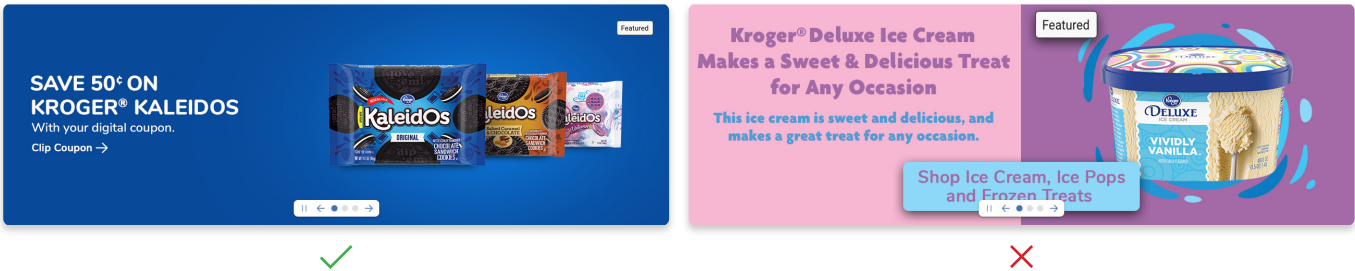- 2 Headlines, 1 Subcopy, CTA
- 2 Headlines, 2 Subcopy, CTA

**Featured flag is a locked element placed in the top right corner with 32 px of surrounding padding. ↓**



Featured

## ONE LINE HEADLINE
One line subcopy.

CTA →

Place Art Here

312

1280

**↑ Rotator Control sits 16 px above the bottom of the image asset.
Do not place core brand elements or logos 64 px from bottom edge.**

Corners will be rounded and elevation will be added during development.
Do not supply image with rounded corners or elevation/shadowing.

## EXAMPLE



SAVE 50¢ ON
KROGER® KALEIDOS
With your digital coupon.
Clip Coupon →

Featured

✓



Kroger® Deluxe Ice Cream
Makes a Sweet & Delicious Treat
for Any Occasion

This ice cream is sweet and delicious, and
makes a great treat for any occasion.

Shop Ice Cream, Ice Pops
and Frozen Treats

Featured

✗

**Kroger**

### HEADLINE
Nunito ExtraBold, 40 pt
Line-height, 48 pt
16 px padding below headline
#1d1e1f or #ffffff

### BODY COPY
Nunito SemiBold, 24 pt
Line-height, 28 pt
24 px padding below body copy
#1d1e1f or #ffffff

### CTA LINK
Nunito Bold, 20 pt
8 px padding from copy to arrow icon
**(supplied in file, do not alter size)**
#1d1e1f of #ffffff

### LINE LENGTH
Headline, subcopy and CTA link housed within the copy container on the template should not exceed 528 px.

### CREATIVE GUIDELINES

- Copy container (headline, body copy and CTA link) is to retain 32 px of padding from left edge of image asset. **Do not alter this padding.** Copy container should be vertically centered.

- Avoid placing any key elements or branding lower than 64 px from bottom edge of image asset to account for the auto rotator element.

- Use one color option **ONLY** for the entire copy container (headline, body copy & CTA link). Available color options for copy include black (#1d1e1f) or white (#ffffff).

- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.

### ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

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.

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Kroger

## IMAGE SPECS

Dimensions: 640 px x 640 px

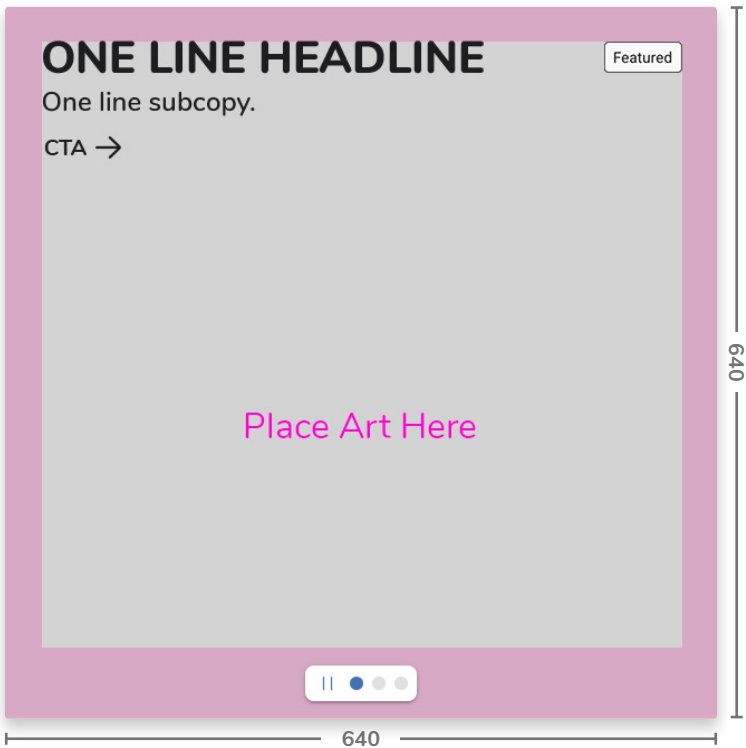Resolution: 72 dpi

File Format: jpg

File Size: 250kb max

## COPY STYLING

Headlines should be ALL-CAPS with no punctuation.
Body copy should be sentence case with punctuation.
CTA link should be Title Case with no punctuation.

Template includes 6 copy combinations to choose from:

- 1 Headline, CTA
- 1 Headline, Subcopy, CTA
- 1 Headline, 2 Subcopy, CTA
- 2 Headlines, CTA
- 2 Headlines, Subcopy, CTA
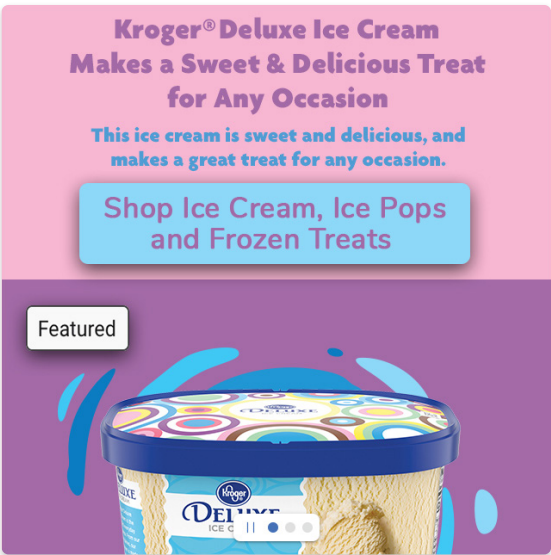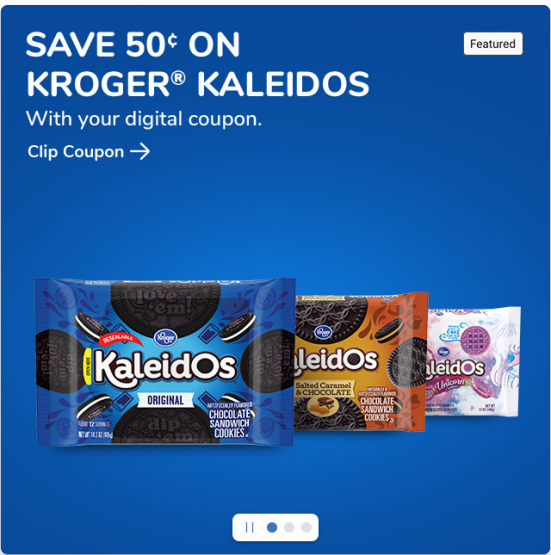- 2 Headlines, 2 Subcopy, CTA

**Featured flag is a locked element placed in the top right corner with 32 px of surrounding padding.** ↓



ONE LINE HEADLINE
One line subcopy.
CTA →

Featured

Place Art Here

640

640

↑ **Rotator Control sits 16 px above the bottom of the image asset.**
**Do not place core brand elements or logos 64 px from bottom edge.**

Corners will be rounded and elevation will be added during development. Do not supply image with rounded corners or elevation/shadowing.

## EXAMPLE



SAVE 50¢ ON KROGER® KALEIDOS
With your digital coupon.
Clip Coupon →

Featured



Kroger® Deluxe Ice Cream Makes a Sweet & Delicious Treat for Any Occasion

This ice cream is sweet and delicious, and makes a great treat for any occasion.

Shop Ice Cream, Ice Pops and Frozen Treats

Featured

✓          ✗

# Site Mobile Responsive Hero: Rotator

### HEADLINE
Nunito ExtraBold, 40 pt
Line-height, 48 pt
16 px padding below headline
#1d1e1f or #ffffff

### BODY COPY
Nunito SemiBold, 24 pt
Line-height, 28 pt
24 px padding below body copy
#1d1e1f or #ffffff

### CTA LINK
Nunito Bold, 20 pt
8 px padding from copy to arrow icon
**(supplied in file, do not alter size)**
#1d1e1f of #ffffff

### LINE LENGTH
Headline, subcopy and CTA link housed within the copy container on this template should not exceed 528 px.

### CREATIVE GUIDELINES

- Copy container (headline, body copy and CTA link) is to retain 32 px of padding from left edge of image asset. **Do not alter this padding.** Copy container should be vertically centered.

- Avoid placing any key elements or branding lower than 64 px from bottom edge of image asset to account for the auto rotator element.

- Use one color option **ONLY** for the entire copy container (headline, body copy & CTA link). Available color options for copy include black (#1d1e1f) or white (#ffffff).

- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.

### ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

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.

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# **Site** Desktop Skinny Espot

## IMAGE SPECS

Dimensions: 1280 px x 160 px

Resolution: 72 dpi

File Format: jpg

File Size: 250kb max

## COPY STYLING

Headlines should be ALL-CAPS with no punctuation.
Body copy should be sentence case with punctuation.
CTA link should be Title Case with no punctuation.

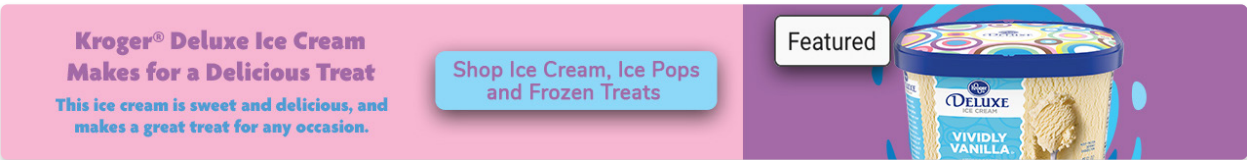Template includes 5 copy combinations to choose from:

- 1 Headline with CTA arrow
- 1 Headline, CTA
- 1 Headline, 1 subcopy, CTA
- 2 Headlines with CTA Arrow
- 2 Headlines, CTA

**Featured flag is a locked element placed in the top right corner with 32 px of surrounding padding. ↓**

**ONE LINE HEADLINE**
One line subcopy.

CTA →

Featured

Place Art Here

160

1280

**NOTE:** Corners will be rounded and elevation will be added during development.
Do not supply image with rounded corners or elevation/shadowing.

## EXAMPLE

**SAVE 50¢ ON KROGER® KALEIDOS**
With your digital coupon.

Clip Coupon →

Featured

✓

**Kroger® Deluxe Ice Cream
Makes for a Delicious Treat**
This ice cream is sweet and delicious, and
makes a great treat for any occasion.

Shop Ice Cream, Ice Pops
and Frozen Treats

Featured

✕

Kroger

**HEADLINE**
Nunito ExtraBold, 28 pt
Line-height, 32 pt
16 px padding below headline
#1d1e1f or #ffffff

**BODY COPY**
Nunito SemiBold, 24 pt
Line-height, 28 pt
24 px padding below body copy
#1d1e1f or #ffffff

**CTA LINK**
Nunito Bold, 20 pt
8 px padding from copy to arrow icon
**(supplied in file, do not alter size)**
#1d1e1f of #ffffff

**LINE LENGTH**
Headline, subcopy and CTA link housed within the copy container on this template should not exceed 528 px.

**CREATIVE GUIDELINES**

- Copy container (headline, body copy and CTA link) is to retain 32 px of padding from left edge of image asset. **Do not alter this padding.** Copy container should be vertically centered.

- Use one color option **ONLY** for the entire copy container (headline, body copy & CTA link). Available color options for copy include black (#1d1e1f) or white (#ffffff).

- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.

**ACCESSIBILITY GUIDELINES**

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

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.

**Kroger**

## IMAGE SPECS

Dimensions: 640 px x 160 px
Resolution: 72 dpi
File Format: jpg
File Size: 250kb max

## COPY STYLING

Headlines should be ALL-CAPS with no punctuation.
Body copy should be sentence case with punctuation.
CTA link should be Title Case with no punctuation.

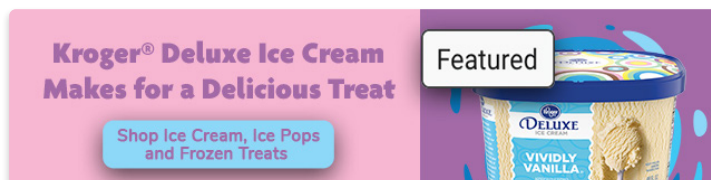Template includes 4 copy combinations to choose from:

- 1 Headline, CTA
- 1 Headline, Subcopy, CTA
- 2 Headlines with CTA Arrow
- 2 Headlines, CTA

**Featured flag is a locked element placed in the top right corner with 32 px of surrounding padding.** ↓



**NOTE:** Corners will be rounded and elevation will be added during development. Do not supply image with rounded corners or elevation/shadowing.

## EXAMPLE

**HEADLINE**
Nunito ExtraBold, 28 pt
Line-height, 32 pt
16 px padding below headline
#1d1e1f or #ffffff

**BODY COPY**
Nunito SemiBold, 24 pt
Line-height, 28 pt
24 px padding below body copy
#1d1e1f or #ffffff

**CTA LINK**
Nunito Bold, 20 pt
8 px padding from copy to arrow icon
**(supplied in file, do not alter size)**
#1d1e1f of #ffffff

**LINE LENGTH**
Headline, subcopy and CTA link housed within the copy container on this template should not exceed 528 px.

**CREATIVE GUIDELINES**

- Copy container (headline, body copy and CTA link) is to retain 32 px of padding from left edge of image asset. **Do not alter this padding.** Copy container should be vertically centered.

- Use one color option **ONLY** for the entire copy container (headline, body copy & CTA link). Available color options for copy include black (#1d1e1f) or white (#ffffff).

- Imagery can fall behind the featured flag as long as significant brand elements are not obstructed from view.

**ACCESSIBILITY GUIDELINES**

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

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.

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**Kroger**

## IMAGE SPECS

Dimensions: 1152 px x 560 px

Resolution: 72 dpi

File Format: jpg

File Size: 250kb max

## COPY STYLING

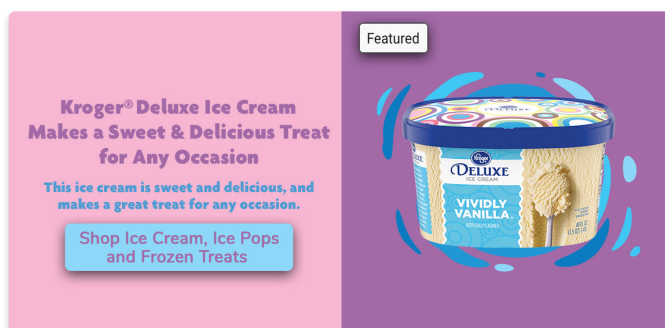Headlines should be ALL-CAPS with no punctuation.

Body copy should be sentence case with punctuation.

**Featured flag is a locked element placed in the top right corner with 32 px of surrounding padding. ↓**



Featured

Place Art Here

## ONE LINE HEADLINE
One line subcopy.

560

1152

**NOTE:** Corners will be rounded and elevation will be added during development.
Do not supply image with rounded corners or elevation/shadowing.

## EXAMPLE



Featured

**SAVE 50¢ ON KROGER® KALEIDOS**
With your digital coupon.

✓



Featured

Kroger® Deluxe Ice Cream Makes a Sweet & Delicious Treat for Any Occasion

This ice cream is sweet and delicious, and makes a great treat for any occasion.

Shop Ice Cream, Ice Pops and Frozen Treats

✗

**Kroger**

### HEADLINE
Nunito ExtraBold, 52 pt
Line-height, 56 pt
#1d1e1f

### BODY COPY
Nunito Regular, 36 pt
Line-height, 42 pt
#1d1e1f

### COPY CONTAINER
Height, 162 px
#ffffff
Opacity, 100%

Native/Mobile App Hero creative **DOES NOT** include a CTA. This **SHOULD NOT** be added to creative and is not included in template.

Headline and body copy size in these templates SHOULD NOT be altered from the font size supplied. Headline copy should remain 7 words or less and supporting copy should not exceed text container width of 1088 px (set in template).

### CREATIVE GUIDELINES

- Copy container housing headline and body copy should retain 162 px height from bottom edge of image asset. **Do not alter this container height or opacity.**

### ACCESSIBILITY GUIDELINES

- Creative can span the entire asset template, but color contrast guidance must be maintained when text and image are presented together. We utilize **WCAG 2.0 Level AA guidance of 4.5:1 for text 16 pt or below and 3.5:1 for text 18 pt or larger.**

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.

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