



In-Store Digital Display Guidelines

August 2025

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Overview

In-store media is a rapidly growing content space that blends various elements of digital and display media.

Creating effective in-store content requires careful consideration of several factors, including:

Customer Experience	Content & Animation
Legibility	Creative Templates
Accessibility	Media Standards



Kroger Media Standards

Our Kroger Media Standards ensure that digital in-store screen content is both appropriate and beneficial for all audiences. These standards cover tone of voice, restrictions on competing retailer language, and accessibility best practices. Please review these guidelines carefully, as they are essential to delivering the best possible in-store experience for our customers.

Kroger Media Standards

Tone of Voice

- Instead of “selling” copy, e.g., directives like “stock up” or “buy,” use softer language, e.g., “you can try,” “discover,” “...will help you,” “enjoy,” etc. Kroger is merely presenting information to our shoppers, rather than persuading them to purchase.
- Avoid messaging or imagery that assumes a shopper can be identified by lifestyle, activities, demographics or sex.
- Avoid provocative statements or imagery, including nudity/revealing clothing, sexual references, violence, strong language, illegal drugs, religious references, disparaging or demeaning content and crude or tasteless language/imagery.
- Focus on brand/product/event attributes while avoiding competitive language that degrades another brand, product or service offered by Kroger.
- Do not direct shoppers to competing retailer websites, phone numbers, etc.
- Avoid naming Kroger specifically, due to versioning.
- Do not include copyrights or disclaimers, unless legally necessary (documentation required). When legally necessary, limit to 125 characters. Refer to page 7 for additional disclaimer details, if a savings or promotion is being advertised.

Kroger Media Standards

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: just 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) Wakefern
- Food Corp.: None
- 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)

Creative Guidelines

By following these guidelines, you can create content that optimizes context, accessibility, and visual clarity, ensuring an impactful and engaging experience for our in-store customers.

Time

Motion & Animation

Transit vs. Dwell

Calls to Action

Legibility

Color Contrast

Time Bar

Featured Product Overlay (FPO)



Time & Animation

Time

Recognize that customers have limited time to engage with your content.

Your creative should be exactly 12 seconds.



Use your 12 seconds differently based on the environment—break messages into quick bursts in transit areas, or tell a continuous story in dwell zones.

Motion & Animation

Design creative specifically for the in-store customer experience. Content will be viewed quickly, and interactions will be brief.

Keep messaging concise:

Short, impactful messages are the most effective in this environment.

Use animation strategically: Animations should capture attention without being overly intense or distracting.

Avoid repurposing TV spots; instead, create optimized content that can be easily understood in just a few seconds.

Transit vs. Dwell Areas

Tailor your approach based on the audience's level of engagement in each area.

Consider the viewing environment:

Transit Areas

Content should be quick, bold, and digestible at a glance.

(example: store entrances, main aisles, endcaps of departments)

Dwell Areas

Content can be more detailed, offering extended storytelling opportunities.

(example: checkout lanes, deli counters, pharmacy waiting areas)



CTAs & Accessibility

Calls to Action

Ensure calls to action are clear and actionable to effectively guide customer decisions. These will be in-store specific and include elements like price, aisle, and QR code function.

Leverage our Featured Product Overlay (FPO) to organize key elements such as:

- Aisle location (Find in Aisle 12)
- Product details (Name, Pack Shot & Price)



Legibility

Content should be legible from a distance of **5–10 feet** and in some cases from above the line of sight.

Use **clear, high-contrast text** and visuals to enhance readability.

Visual Accessibility

Ensure all on-screen creative meets best-in-class accessibility standards.

Follow WCAG (Web Content Accessibility Guidelines) standards for contrast and color best practices.

****To check your color contrast, you can visit:**

webaim.org/resources/contrastchecker/

www.ada.gov/resources/web-guidance/

Time Bar

Accessibility is a core value of our business, and the Time Bar is a key visual aid designed to support this commitment.

Purpose:

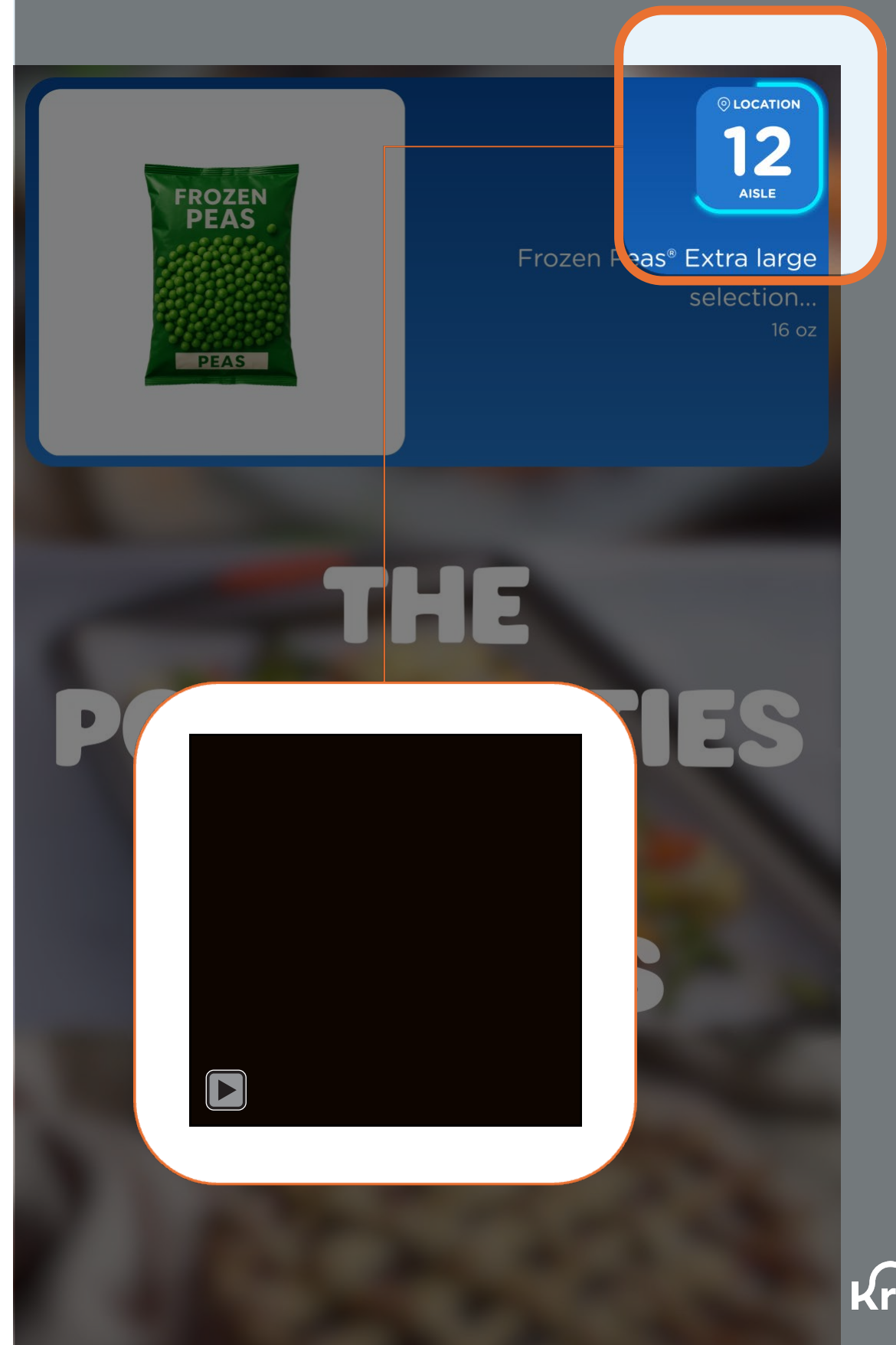
The Time Bar informs customers that the content on screen is available for a limited duration. This intuitive element helps set expectations and ensures customers have a clear understanding of how long they have to engage with the content.

Key Features:

- **Clarity:** A straightforward visual indicator that aligns with accessibility best practices.
- **Customer-Friendly:** Empowers shoppers to prioritize viewing content without feeling rushed.
- **Consistency:** Ensures a uniform experience across all screens in the network.

By incorporating the Time Bar into our screens, we make content accessibility clear and inclusive, enhancing the overall customer experience.

Please note: Suppliers are not responsible for adding the time bar to their creative. The time bar will automatically be added to your creative within our feeds.



Featured Product Overlay (FPO)

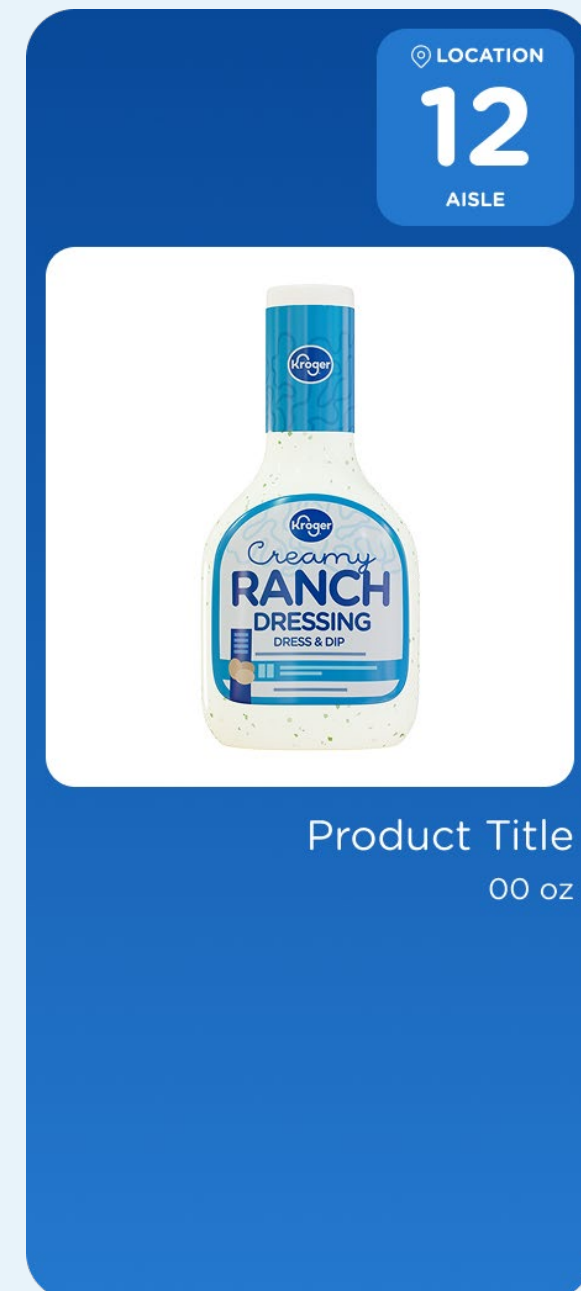
Featured Product Overlay (FPO)

Featured Product Overlays (FPO) are versatile templates designed to highlight key takeaways for in-store customers. As shoppers move through their journey, these layouts provide a consistent format, making it easier to locate and absorb essential messages. The FPO is not the entire creative, rather, it is an additional overlay added to your flat art creative.

Ensure the FPO locations are free from branding or artwork in these areas.

At a minimum, aisle location, product name, and packshot will always be an overlay feature, while pricing will be flexible complements to the creative.

1. Aisle Number, Price, Pack Shot, Product Title
2. Aisle Number, Pack Shot, Product Title



Featured Product Overlay (FPO) Placement

Exclusion Zone

The aisle locator is always positioned in the top right corner of the display. Each screen has its own size area dedicated to the aisle locator for optimal readability. To avoid overlapping and obscuring of any information, avoid having important content in this area.

1920 px



LOCATION

PRODUCE

Simple Truth Organic™
Fresh Blueberries
6 oz



LOCATION

PRODUCE

\$4.99
WITH CARD

Simple Truth Organic™
Fresh Blueberries
6 oz

Example creative

Entry Billboard 3 Screen

1920 px



LOCATION

PRODUCE

Simple Truth Organic™
Fresh Blueberries
6 oz



LOCATION

PRODUCE

\$4.99
WITH CARD

Simple Truth Organic™
Fresh Blueberries
6 oz

Example creative

Entry Billboard 5 Screen

Exclusion Zone

14



Featured Product Overlay (FPO) Placement

Exclusion Zone

The aisle locator is always positioned in the top right corner of the display. Each screen has its own size area dedicated to the aisle locator for optimal readability. To avoid overlapping and obscuring of any information, avoid having important content in this area.

Bunker 1 Screen

Exclusion Zone

960 px

Example creative

Bunker 2 Screen

Exclusion Zone

960 px

Example creative

Bunker 3 Screen

960 px

Exclusion Zone

Example creative

Featured Product Overlay (FPO) Placement



Standee



Entry Standee



Placements

Our 11 in-store screen placements consider customer experience, category sales, incremental supplier revenue, and store operations.

Entry Billboard

Entry Standee

Produce Bunker

Meat & Seafood Bunker

Frozen Side Cap

Seasonal Overhead

Household Endcap

Dry Grocery Endcap

Beverage Endcap

Health & Beauty Care

Endcap

Pharmacy Standee



File Requirements

Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 (codec_name = h264)
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

4K Content

Parameter	Recommended Value
Codec	H.264 (codec_name = h264)
Frame Rate	30 FPS
Time Base	1/30000 (preferred), 1/15360, 1/90000
Avg Bitrate	35Mbps to 45 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

If utilizing creative services, please provide the following:



Video Assets

- Pre-production files
- After Effects
- MPEG-4(MP4)
- H.264 (x264)
- TVC



Static Assets

- Photoshop (.psd)
- Illustrator (.ai)
- Digital Media
- KV/Print

Naming Convention

If utilizing creative services, please follow the below naming convention:

Breakdown > SFPRJManufacturer_Account Name_Brand Name_2-digit month 2-digit year_CPG _Instore_Placement Name

Example > **SFPRJ1420954_The Kroger Co_Private Selection_0725_CPG_InStore**

Entry Billboard



Transit Area



Zone: Billboard

- Entry Billboard 1 Screen
- Entry Billboard 3 Screen
- Entry Billboard 5 Screen

Content Strategy

- Utilize the wide ad space for cross-category or non-endemic ads.
- Focus on broad, inclusive messaging for a strong first impression.
- Avoid sensitive or niche topics (e.g., alcohol or baby-specific content).
- Keep messaging brand-safe and family-friendly.
- Tie in storewide promotions like loyalty programs or seasonal events.

Creative Recommendations

- Use bold visuals and short, clear messaging.
- Ensure large, legible text for easy reading at a distance.
- Highlight strong brand or promotional imagery with broad appeal.
- Add subtle animations to grab attention without distracting.

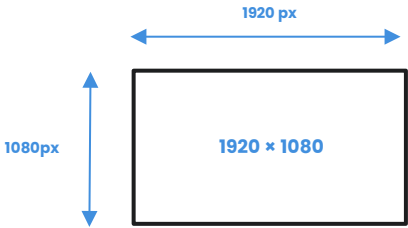


Entry Billboard

File Setup

Screen sizing specifications may vary based on the store floorplan.

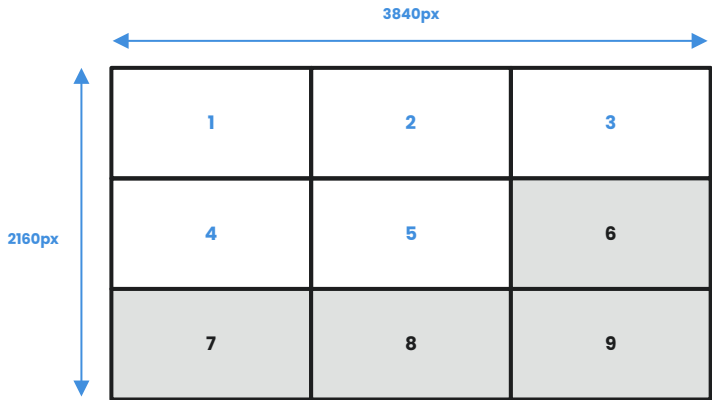
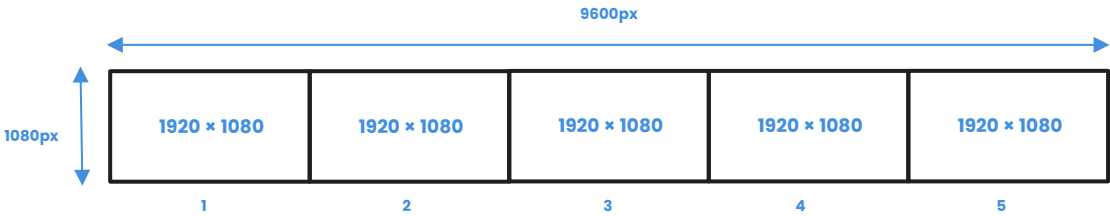
Entry Billboard 1 Screen



File Submission Requirements

- The **Entry Billboard 3 & 5 screen** requires both the standard view and setup view on submission.
- The Entry Billboard 1 screen only requires the standard view.

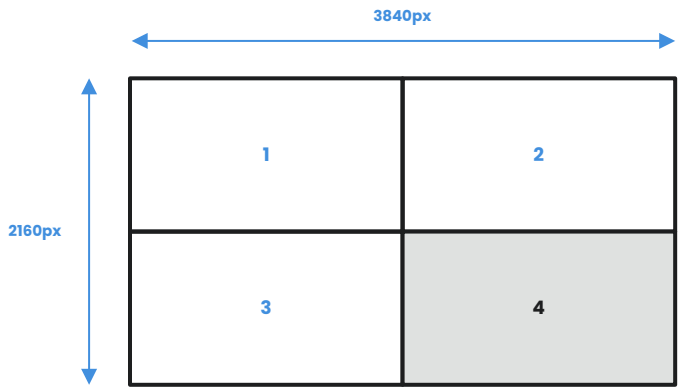
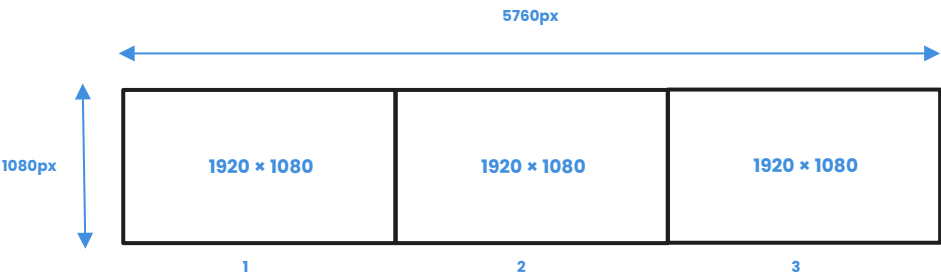
Entry Billboard 5 Screen



Working set up **for unit upload** will be rendered out at 5760x3240.

In the screen configuration below.

Entry Billboard 3 Screen



Working set up **for unit upload** will be rendered out at 3840x2160.

In the screen configuration below.

Entry Standee



Transit Area



Zone: Floor Stand

Content Strategy

- No brand restrictions but maintain brand-safe messaging due to high visibility.
- Supports cross-category promotions with no direct merchandising adjacency.
- Avoid long or text-heavy content—keep it quick and impactful.

Creative Recommendations

- Keep copy short, punchy, and clear.
- Use bright, bold visuals to draw foot traffic deeper into the store.
- Rotate seasonal or storewide campaign messages for relevance.
- Promote loyalty sign-ups and digital coupon engagement.



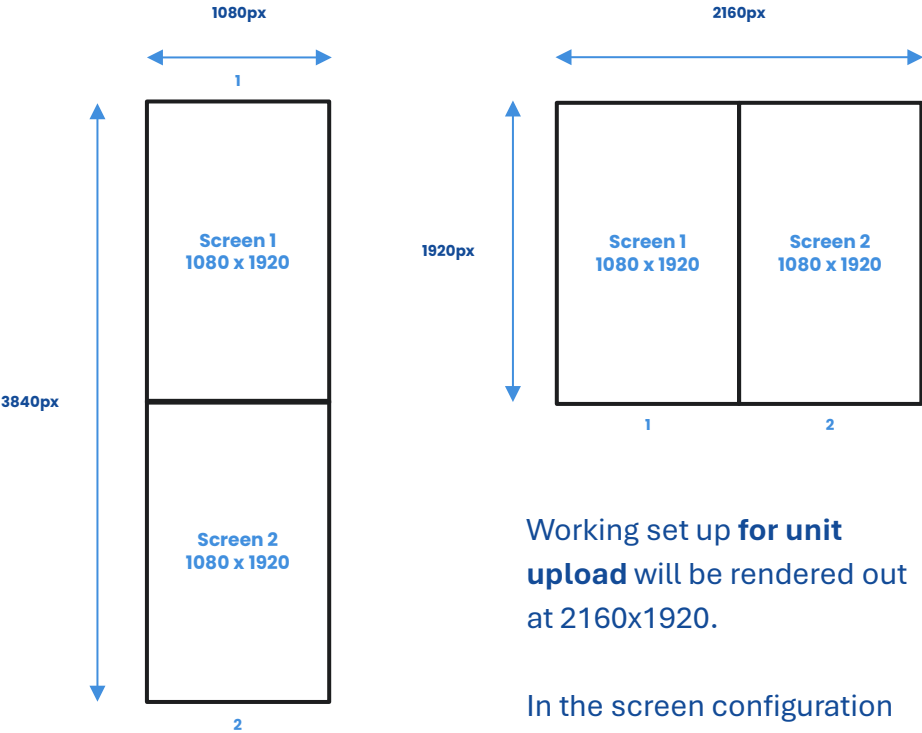
Entry Standee

File Setup

Screen sizing specifications may vary based on the store floorplan.

Variants Required

- 1 x standard view
- 1 x setup view



Working set up **for unit upload** will be rendered out at 2160x1920.

In the screen configuration below.

File Submission Requirements

- The **Entry Standee** requires both the standard view and setup view on submission.

Produce Bunker

- Produce Bunker 2 Screen
- Produce Bunker 3 Screen



Dwell Area

Zone: Bunker

Content Strategy

- Focus on fresh produce, health, and meal inspiration.
- Avoid messaging that conflicts with "fresh and healthy" positioning (e.g., candy, high-sugar, or indulgent items).
- Cross-merchandising is OK with complementary categories (e.g., dressings, dips, spices, storage solutions) but should keep fresh produce as the focus.

Creative Recommendations

- Emphasize freshness cues (vibrant colors, farm imagery).
- Feature quick recipe ideas (salads, smoothies, side dishes) to inspire shoppers.
- Use bright, clean visuals with minimal text highlighting key nutritional or flavor benefits.

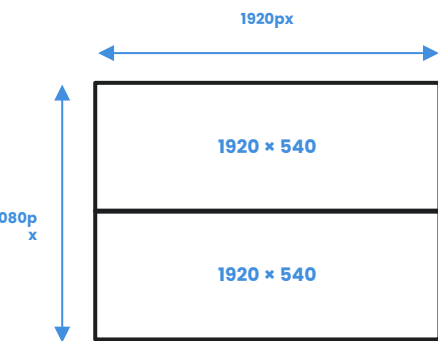
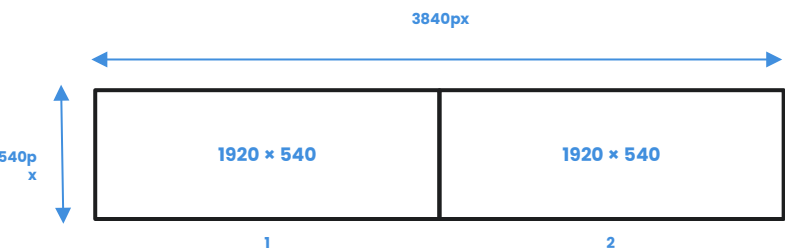


Produce Bunker

File Setup

Screen sizing specifications may vary based on the store floorplan.

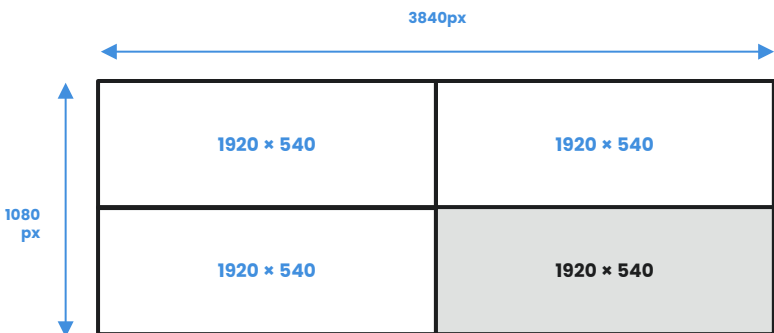
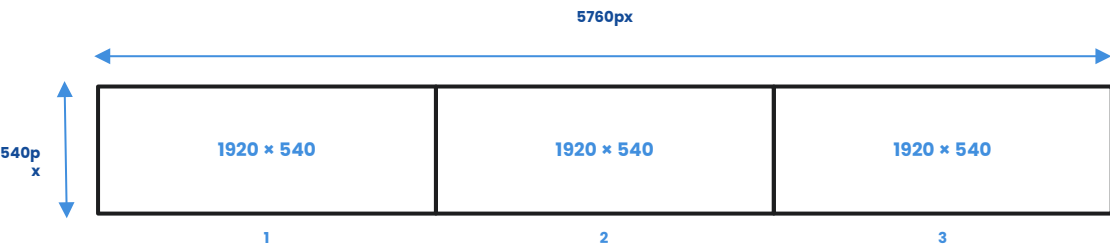
Produce Bunker 2 Screen



Working set up **for unit upload** will be rendered out at 1920x1080.

In the screen configuration below.

Produce Bunker 3 Screen



Working set up **for unit upload** will be rendered out at 3840x1080.

In the screen configuration below.

File Submission Requirements

- The **Produce Bunker** requires both the **standard view** and **setup view** on submission.

Meat & Seafood Bunker



Dwell Area

Zone: Bunker

- Meat & Seafood Bunker 1 Screen
- Meat & Seafood Bunker 2 Screen

Content Strategy

- Focus on proteins, grilling, and cooking tips.
- Encourage meal inspiration (pairing meats/seafood with seasonings, sauces, and side dishes).
- Avoid vegetarian/vegan messaging or contradictions
- Exclude religious messaging that may conflict with cultural sensitivities, especially regarding alcohol or pork in certain regions.
- (e.g., “plant-based” ads), though discretion is advised for plant-based brands.

Creative Recommendations

- Feature appetizing imagery of meats and seafood in meal settings.
- Include simple recipe instructions or cooking tips.
- Keep text minimal, using bold fonts to highlight deals or key benefits.

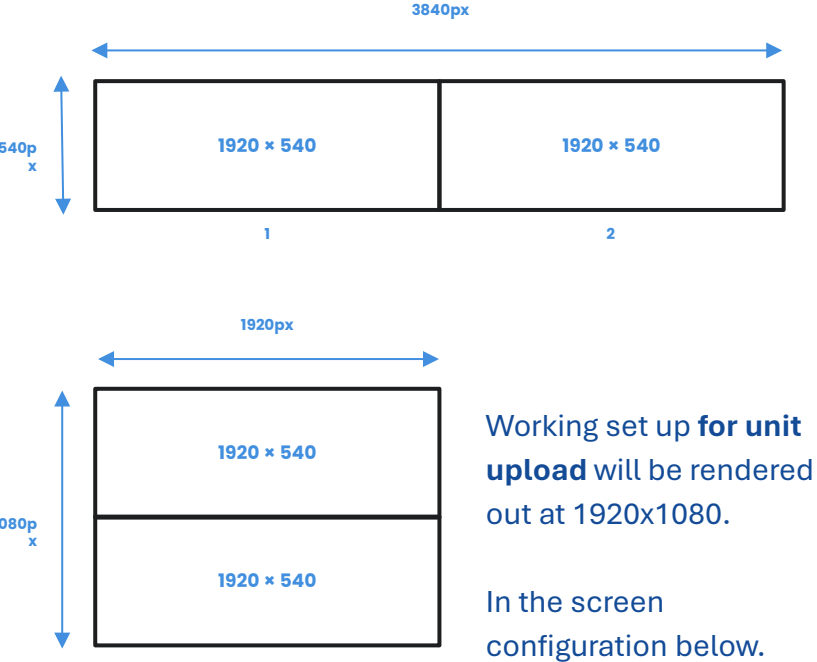


Meat & Seafood Bunker

File Setup

Screen sizing specifications may vary based on the store floorplan.

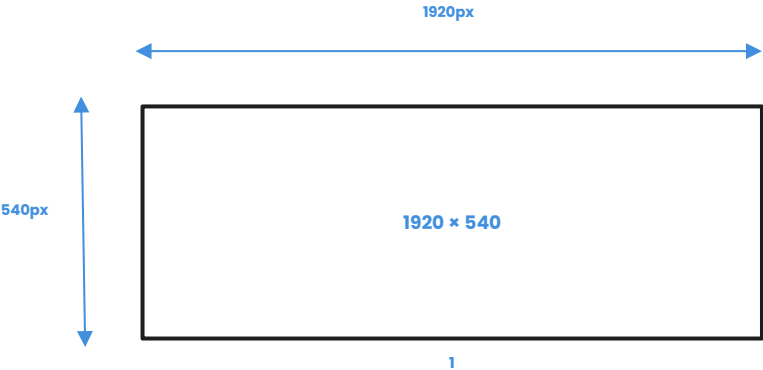
Meat & Seafood Bunker 2 Screen



Working set up for unit upload will be rendered out at 1920x1080.

In the screen configuration below.

Meat & Seafood Bunker 1 Screen



File Submission Requirements

- The Meat & Seafood bunker 2 Screen requires both the **standard view** and **setup view** on submission.
- The Meat & Seafood bunker 1 Screen requires only the standard view on submission.

Frozen Side Cap



Transit Area



Zone: Side Cap

Content Strategy

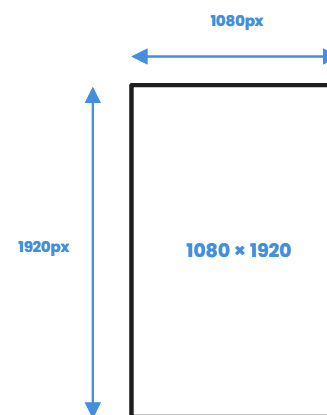
- Focus on frozen foods and relevant cross-shops (e.g., condiments, sides).
- Avoid non-complementary content (e.g., pharmacy/health claims, HBC items).
- Cross-merchandising is welcome if it supports meal solutions or easy meal planning.

Creative Recommendations

- Use vibrant visuals showcasing product packaging for quick recognition in freezers.
- Highlight convenience, quick meals, and healthy freezer options.
- Keep messaging short and bold, using finished dish photography to enhance appeal.



File Setup



File Submission Requirements

- Standard view

Seasonal Overhead



Dwell Area

Zone: Overhead

Content Strategy

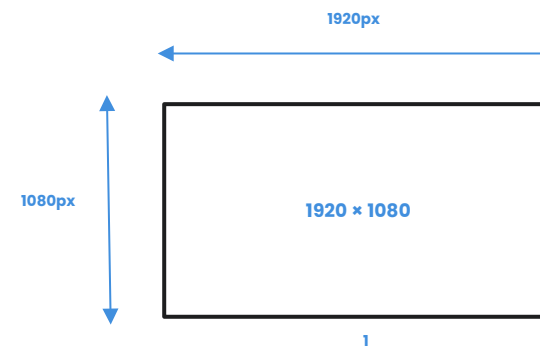
- Non-endemic brands can participate if they align with the seasonal theme.
- Be mindful of cultural and religious sensitivities (e.g., avoid placing Ramadan content near alcohol promotions).
- Broad category acceptance, but content should connect to the seasonal theme.

Creative Recommendations

- Incorporate seasonal colors, icons, and visuals (e.g., pumpkins for fall, fireworks for July 4th).
- Highlight seasonal promotions or limited-edition products.
- Keep designs festive and eye-catching with clear, engaging seasonal headlines.



File Setup



File Submission Requirements

- Standard view

Endcaps



Transit Area

Zones: Household / Dry Grocery / Beverage

- **Dry Grocery Endcap**
- **Beverage Endcap**
- **Household Endcap**

Content Strategy

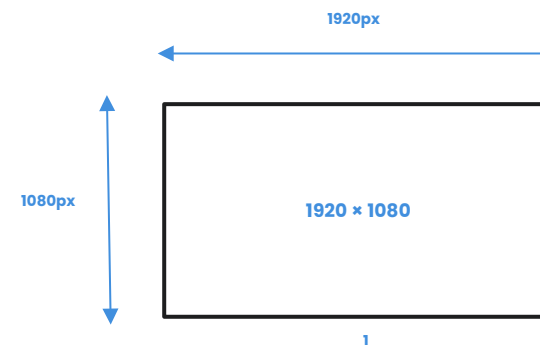
- Focus on dry grocery and snacks (e.g., cereals, chips, pantry staples).
- Cross-shop suggestions with sauces, dips, and beverages are acceptable.
- Avoid contradictory messaging (e.g., heavy alcohol promotion in a family snack area).

Creative Recommendations

- Use pop-out product visuals for quick recognition.
- Incorporate easy recipes or snacking ideas to drive impulse purchases.
- Design with bold, fun visuals that appeal to on-the-go shoppers.



File Setup



File Submission Requirements

- Standard view

Health & Beauty Care Endcap



Transit Area

| Zone: Endcap

Content Strategy

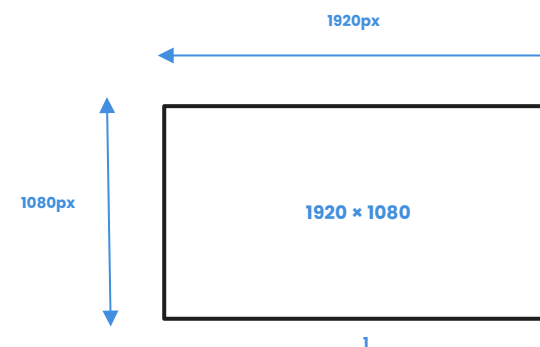
- Focus on health, beauty, and personal care categories (e.g., hair care, skincare, cosmetics).
- Maintain a wellness and self-care angle; avoid promoting snacks, sugary sodas, or unhealthy items.
- No alcohol-related content in this zone.

Creative Recommendations

- Use a clean, modern, and aspirational design featuring people using the product or relevant before-and-after visuals.
- Highlight key product benefits (e.g., moisturizing, anti-aging, revitalizing).
- Keep text minimal, letting lifestyle imagery communicate the message.



File Setup



File Submission Requirements

- Standard view

Pharmacy Standee



Dwell Area

Zone: Floor Stand

Content Strategy

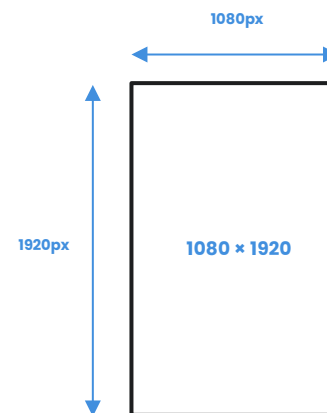
- Focus on Kroger pharmacy offerings tied to the Rx/health calendar (e.g., cold & flu season, allergy season).
- Avoid promoting high-sugar or "unhealthy" products in this area.
- No alcohol or baby-related content to maintain relevance.
- Ensure messaging aligns with a health and wellness tone consistent with pharmacy standards.

Creative Recommendations

- Use a clean, professional design that highlights health benefits, solutions, or tips.
- Keep text minimal, but ensure key health messages stand out
- (e.g., "Stay Healthy This Flu Season," "Ask Your Pharmacist").
- Incorporate soothing color palettes and straightforward imagery (e.g., smiling people, health-related icons).



File Setup



File Submission Requirements

- Standard view

Screen and Creative Summary Part 1

Unit	File Requirements	Upload Files	Notes	Example
Entry Billboard Single	1920x1080	<ul style="list-style-type: none">Standard view	1 x 50"	
Entry Billboard 3 Screen	5760 x 1080	<ul style="list-style-type: none">Standard viewSetup view	3 x 50"	
Entry Billboard 5 Screen	9600 x 1080	<ul style="list-style-type: none">Standard viewSetup view	5 x 50"	
Entry Standee	1080 x 3840	<ul style="list-style-type: none">Standard viewSetup view	2 x 46" portrait screens	
Produce Bunker 2 Screen	3840 x 540	<ul style="list-style-type: none">Standard viewSetup view	2 x 37" Screens	
Produce Bunker 3 Screen	5760 x 540	<ul style="list-style-type: none">Standard viewSetup view	3 x 37" Screens	

General File Requirements

- 30 frames per second.
- 12 seconds in duration.
- Max 200Mb in file size.
- H.264 (codec_name = h264)
- No audio



Screen and Creative Summary Part 2

Unit	Resolution	Upload Required	Notes	Example
Meat and Seafood Bunker 2 Screen	3840 x 1080	<ul style="list-style-type: none"> Standard view Setup view 	2 x 37” screen	
Meat and Seafood Bunker 1 Screen	1920 x 540	<ul style="list-style-type: none"> Standard view 	1 x 37” screen	
End Caps	1920 x 1080	<ul style="list-style-type: none"> Standard view 	1 x 50” screen	
Frozen End Cap	1080 x 1920	<ul style="list-style-type: none"> Standard view 	1 x 98” screen	
Seasonal Overhead	1920 x 1080	<ul style="list-style-type: none"> Standard view 	1 x 98” screen	
Pharmacy Standee	1080 x 1920	<ul style="list-style-type: none"> Standard view 	1 x 43” QM	

General File Requirements

- 30 frames per second.
- 12 seconds in duration.
- Max 200Mb in file size.
- H.264 (codec_name = h264)
- No audio

The background is a solid blue color with several thin, white, hand-drawn style curved lines scattered across it. The lines are fluid and organic, some forming loops and others sweeping across the frame.

Thank
you