

Vendor Tagged Ad Guidelines

2026





Specs & Requirements Overview

Requirements to activate Albertsons audiences and execute branded media.

- ✓ Creative guidelines for branding and placements
- ✓ Offsite-specific specs and execution
- ✓ Meta-specific specs and execution

Present relevant sponsored media that inspires and simplifies shopper missions to foster high value customers for life.



Offsite

Offsite Display Ads

Brand Bar Information

- Banner logo & CTA reside in brand bar section
- Assets to be built with the brand bar included
- PSD template with Banners can be found [here](#)

**Ready,
Reset,
Go**



4x Earn REWARDS POINTS
on Our Exclusive Brands
with 



Only in our stores

Shop now 

**Ready,
Reset,
Go**



4x Earn REWARDS POINTS
on Our Exclusive Brands
with 



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Shop now 

Offsite Display Ads

Color Palettes

Color palettes have been developed for each of our four, banner-specific colorways. Button color and background color are defined by each colorway grouping.

See grid on the right for color definition details.

CTA #A20F15 Frame #FFF9F8	CTA #004D96 Frame #F0FBFF	CTA #43741D Frame #F6FCF8	CTA #AB3111 Frame #FEF5EE	CTA #655D58 Frame #FAF8F7
       	 	  		



The ad features a bowl of granola with fruit, a 4x Rewards Points promotion, and a 'Shop now' button. Arrows point from the 'CTA' label to the 'Shop now' button and from the 'FRAME' label to the ad's border.

Offsite Display Ads Base Template

970 x 250



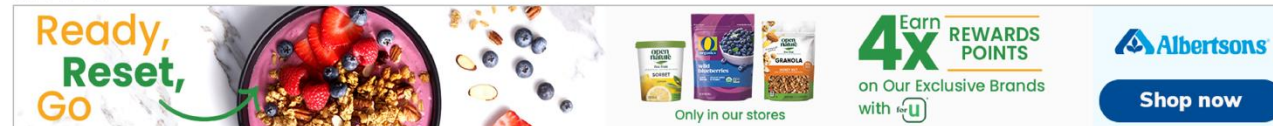
Ready, Reset, Go

Earn **4x** REWARDS POINTS
on Our Exclusive Brands with 

Only in our stores

 **Shop now**

970 x 90



Ready, Reset, Go

Earn **4x** REWARDS POINTS
on Our Exclusive Brands with 

Only in our stores

 **Shop now**

728 x 90



Ready, Reset, Go

Earn **4x** REWARDS POINTS
on Our Exclusive Brands with 

Only in our stores

 **Shop now**

320 x 50



Ready, Reset, Go

 **Shop now**

300 x 50



Ready, Reset, Go

 **Shop now**

160 x 600



Ready, Reset, Go

Earn **4x** REWARDS POINTS
on Our Exclusive Brands with 

Only in our stores

 **Shop now**

300 x 600



Ready, Reset, Go

Earn **4x** REWARDS POINTS
on Our Exclusive Brands with 

Only in our stores

 **Shop now**

300 x 1050



Ready, Reset, Go

Earn **4x** REWARDS POINTS
on Our Exclusive Brands with 

Only in our stores

 **Shop now**

320 x 250



Ready, Reset, Go

Earn **4x** REWARDS POINTS
on Our Exclusive Brands with 

Only in our stores

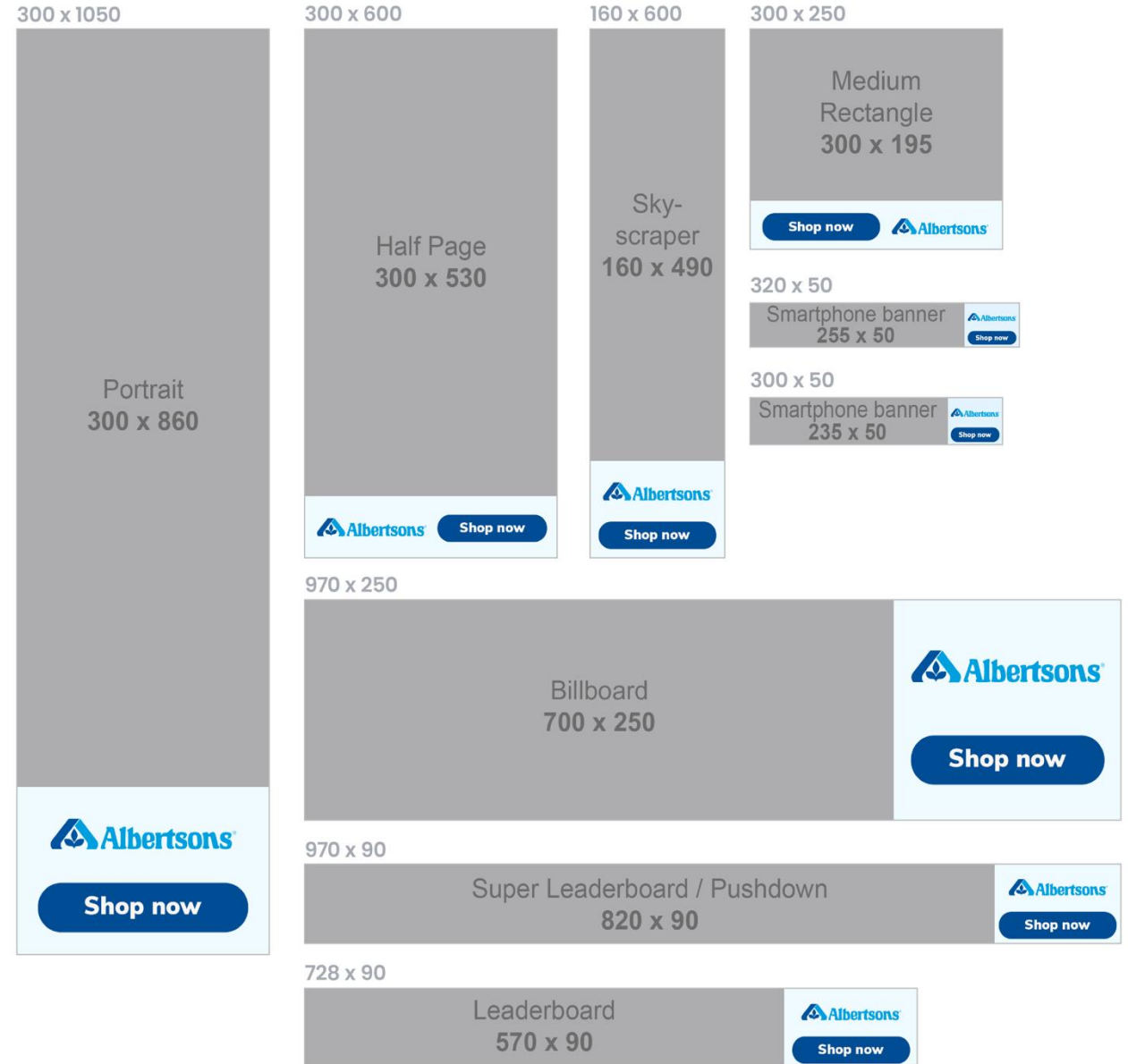
Shop now 

Offsite Display Ads Base Template

Design Area:

- **Portrait:** 600 x 1720px
- **Half Page:** 600 x 1060px
- **Skyscraper:** 320 x 980px
- **Medium Rectangle:** 600 x 390px
- **Smartphone Banner:** 510 x 100px
- **Smartphone Banner:** 470 x 100px
- **Billboard:** 1400 x 500px
- **Super Leaderboard/Pushdown:** 1640 x 180px
- **Leaderboard:** 1140 x 180px

- PSD template with Banners can be found [here](#)





Meta



Meta Image Ad

Static Asset Requirements:

- Image size: 4:5 ratio (1440px w x 1800px h)
- File type: .PNG or .JPG + .PSD
- File size: <30MB

Text Requirements (delivered in copy matrix):

- Primary text: 50-125 characters max
- Headline: 25 characters max

Notes:

- Keep text short, clear and concise Images with less than 20% text perform better
- CTA drives to [Banner.com]

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)
- [Banner Logos](#)



Albertsons Banner Guidelines

Placement

All static feed ads must include a clear reference to where the product can be purchased within the post copy. A maximum of two banners can be used in a single post.



Meta Carousel Ad

Static Asset Requirements:

- Image size: 4:5 ratio (1440px w x 1800px h)
- File type: .PNG or .JPG + .PSD
- File size: <30MB
- Up to 2-10 assets allowed
- Do not include Banner logo image

Text Requirements (delivered in copy matrix):

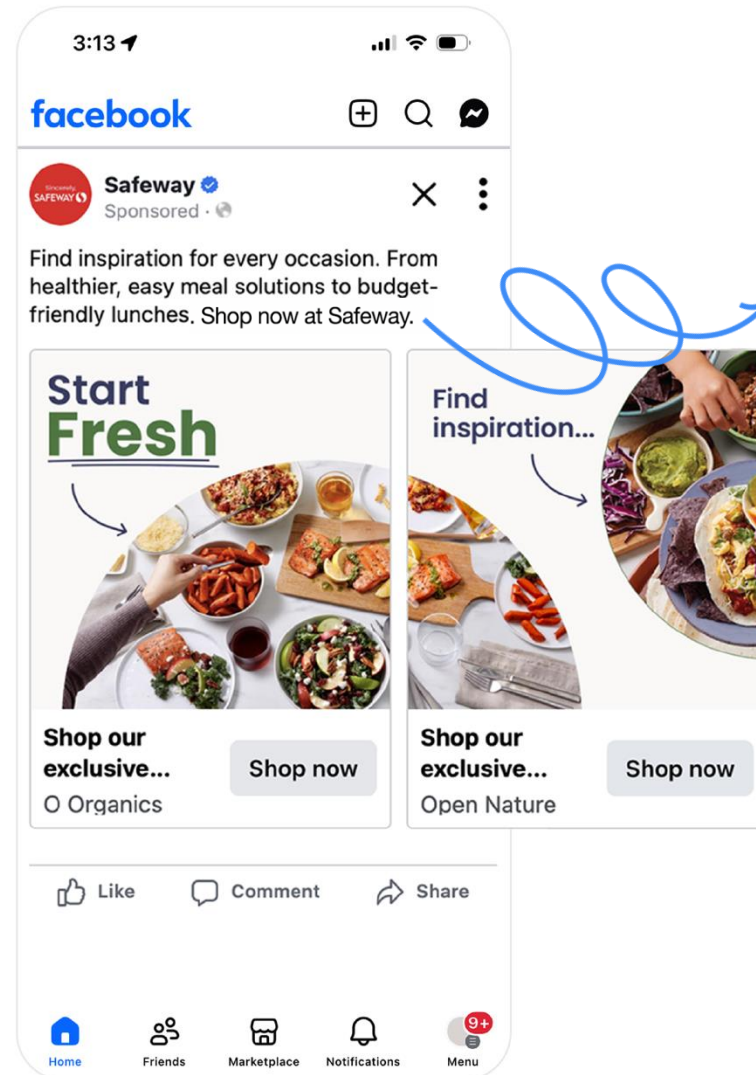
- Primary text: 80 characters max
- Headline: 45 characters max
- Description: 15 characters max

Notes:

- Keep text short, clear and concise Images with less than 20% text perform better
- CTA drives to [Banner.com]

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)
- [Banner Logos](#)



Albertsons Banner Guidelines

Placement

All static carousel feed ads must include a clear reference to where the product can be purchased within the post copy. A maximum of two banners can be used in a single post.

Meta Video Ad

Video Asset Requirements:

- Video size: 4:5 ratio (1440px w x 1800px h)
- File type: .MP4, .MOV, GIF format
- File size: <4GB
- Length: 1 second- 240 min (<15sec is recommended)
- Export Specs: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Video Sound: Optional, but recommended
- Video Captions: Optional, but recommended
- Do not include Banner logo image

Text Requirements:

- Primary text: 50-125 characters max
- Headline: 25 characters max
- CTA drives to [Banner.com]

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)
- Banner Logos



Albertsons Banner Guidelines

Placement

All feed ads must include a clear reference to where the product can be purchased within the post copy. A maximum of two banners can be used in a single post.



Meta

Static Story Ad

Static Asset Requirements:

- Image size: 9:16 ratio (1080px w x 1920px h)
- Keep 14% of padding on top, 6% left and right, and 40% of padding on bottom of asset
- File type: .JPG or .PNG + .PSD
- File size: <30MB
- Do not include Banner logo image

Text Requirements (delivered in copy matrix):

- Primary text: 125 characters max
- Headline: 40 characters max

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)
- [Banner Logos](#)



Safe Zone 6%

Safe Zone
14%

Logo Placement Guidelines

Placement

- Top-right corner

Size

- 3–6% of total canvas width

Opacity

- 80–100% depending on background contrast

Padding

- Min 6% from the right
- Min 14% from the top

Meta Video Story Ad

Video Asset Requirements:

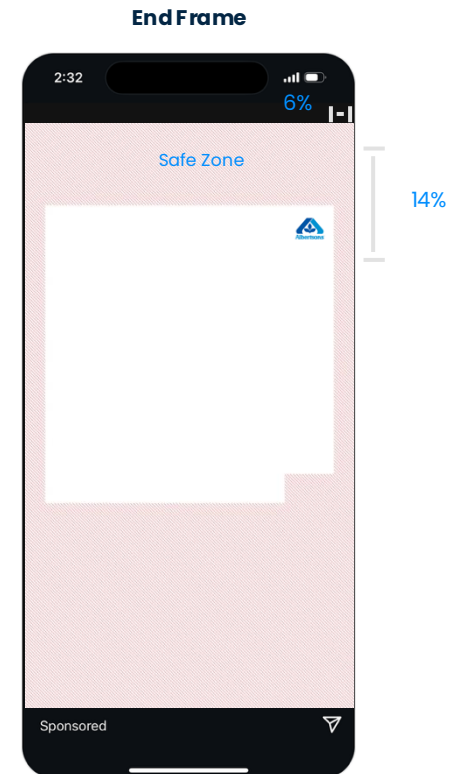
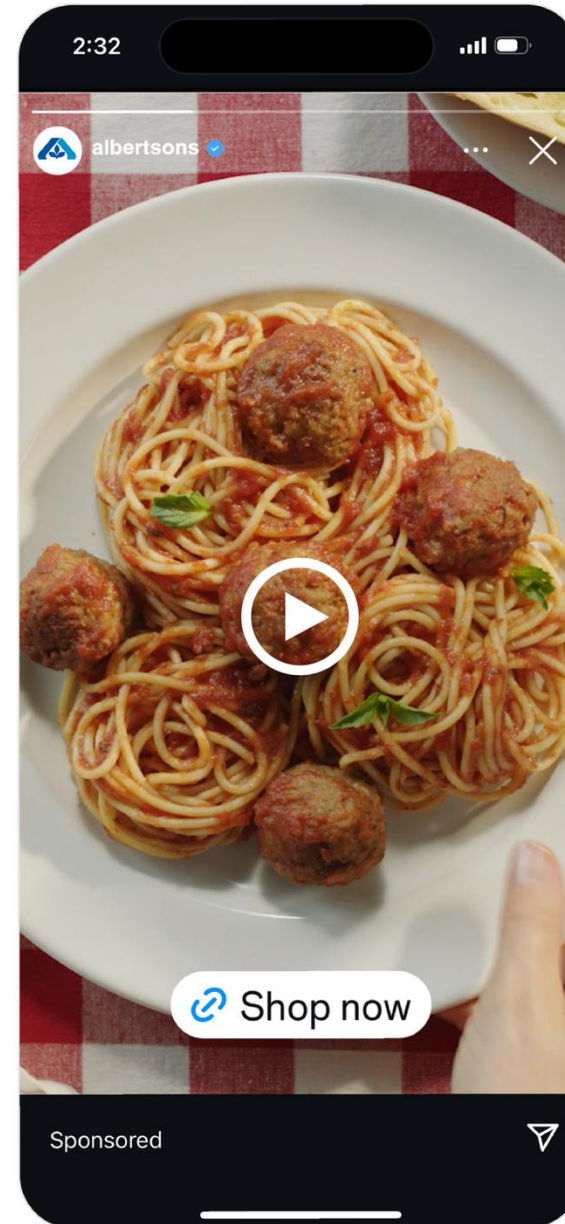
- Video size: 9:16 ratio (1080px w x 1920px h)
- Keep 14% of padding on top, 6% left and right, and 40% of padding on bottom of asset
- File type: .MP4, .MOV, GIF
- File size: <4GB
- Length: 1 second- 2 min (<15sec is recommended)
- Export Specs: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Video Captions Optional, but recommended
- Video Sound: Optional, but recommended
- Do not include Banner logo image

Text Requirements (delivered in copy matrix):

- Primary text: 125 characters max
- Headline: 40 characters max
- Banner Logos

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)



Logo Placement Guidelines

Placement

- End Card/Frame

Size

- At Least 10% of total canvas width

Meta

Static Reels Ad

Static Asset Requirements:

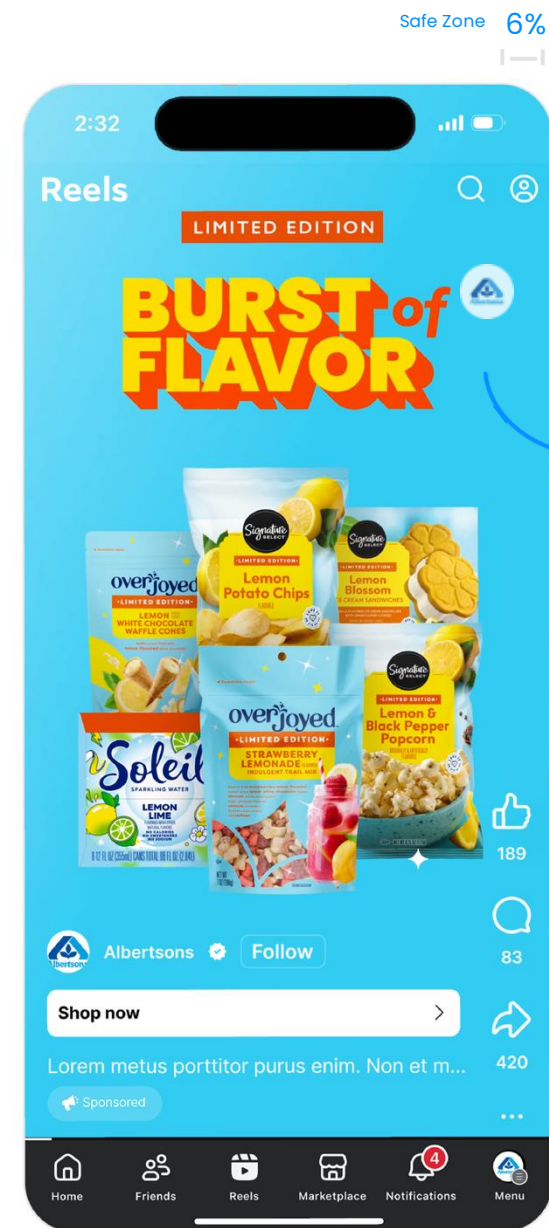
- Image size: 9:16 ratio (1080px w x 1920px h)
- Keep 14% of padding on top, 6% left and right, and 40% of padding on bottom of asset
- File type: .JPG or .PNG + .PSD
- File size: < 30MB
- Do not include Banner logo image
- No sound or motion required
- Due to the small image size, recommended not to add text on images

Text Requirements (delivered in copy matrix):

- Primary text: 40 characters
- Headline: 55 characters

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)
- [Banner Logos](#)



Logo Placement Guidelines

Placement

- Top-right corner

Size

- 3–6% of total canvas width

Opacity

- 80–100% depending on background contrast

Padding

- Min 6% from the right
- Min 14% from the top

Meta Video Reels Ad

Video Asset Requirements:

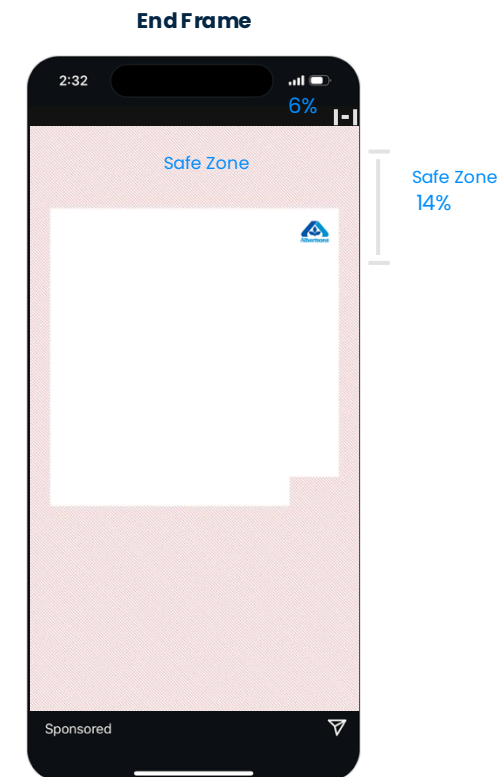
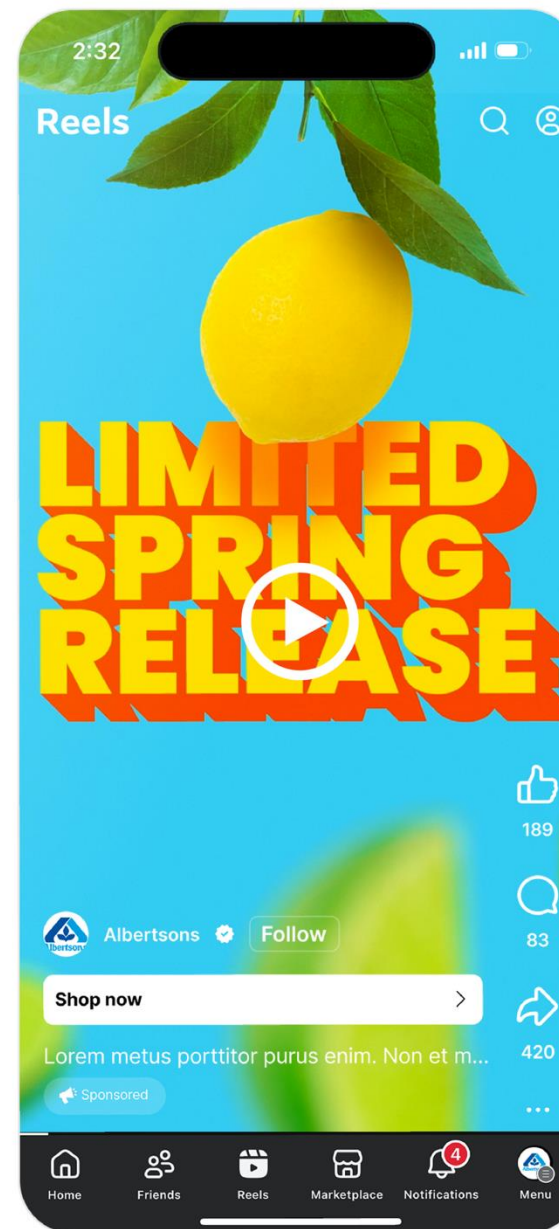
- Video size: 9:16 ratio (1080px w x 1920px h)
- Keep 14% of padding on top, 6% left and right, and 40% of padding on bottom of asset
- File type: .MP4, .MOV, GIF
- File size: < 4GB
- Length: no max limit (<15 sec is recommended)
- Export Specs: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Video Captions Optional, but recommended
- Video Sound: Optional, but recommended
- Do not include Banner logo image

Text Requirements (delivered in copy matrix):

- Primary text: 40 characters
- Headline: 55 characters
- [Banner Logos](#)

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)



Logo Placement Guidelines

Placement

- End Card/Frame

Size

- At Least 10% of total canvas width



CTV



CTV VIDEO SPECIFICATIONS

Asset Requirements:

- File Format: .mp4
- Resolution: 1920px w x 1080px h, 1080px w x 1920px h
- Aspect Ratio: 16:9, 9:16, 1:1
- Length: 15 second max recommended
- File Size: <256 GB
- Co-Branding:
 - Albertsons Companies Banner logos watermark must be on all frames in the lower left-hand corner.
 - In a 1920x1080 standard ad, the watermark should be a minimum of 135px high and have 40px padding below and to the left.
 - Use of Albertsons logos requires pre-approval by Albertsons (see *Logo Usage Process* slide).
- Versioning: A unique video must be created for each participating banner

View Full Best Practices:

- [Ad Specifications by Format](#)

Reference Links:

- [Watermark Templates](#)





Playbook



ALBERTSONS LOGO USAGE PROCESS

Advertisers must follow a two-step logo usage approval process that includes Albertsons approval and a trademark license agreement.

1. Logo Usage Approval Form

- Advertiser must submit a [logo usage approval form](#) to legalip@albertsons.com

2. Creative Approval Process

- Each creative with a banner must be reviewed by Albertsons to ensure they meet our logo usage guidelines. Depending on the duration of use, a Trademark License Agreement is drafted for advertiser's review and execution.
 - Google will put the creative on a shared Google Drive folder accessible by Albertsons
 - Google will email the CPG name, campaign name and link to the creative files to creative@albertsons.com
 - Albertsons will review and provide approval within 24 hours
- The creative approval process is typically quick. If there are no issues with the creative, it may be approved the same day. If there are issues (i.e., clear spacing, background color, or size) the approval time will vary based on the responsiveness to feedback and/or time taken to update the creative. Clear spacing is the most frequent creative issue.
- Upon Creative approval, Albertsons will release the official logos to be incorporated into the final creative. See the quick reference guide for Albertsons Clearspace Requirements (provided by your sales rep).

The license agreement will be forwarded shortly after the creative is approved.



Influencer Content Guidelines

- ❑ Content **will not** show any in-store banner branding if the video is to be used for multiple Banners. For example, do not show Albertsons branding and then call out Albertsons and Safeway stores.
- ❑ All content with media running must show no Banner branding unless the content and media is targeted to a single Banner. For example, content can call out Albertsons if media is targeted to ONLY Albertsons banners. The content CANNOT call out Albertsons in either voice over, graphics or visuals and have media targeted to Albertsons and Safeway banners.
- ❑ For all content with no Banner branding, the Banner branding will be included in the CTA.



Creator Content Legal Guidelines

Video Overlay

- ☐ #Ad
- ☐ Font: Poppins
- ☐ Font Size: 48px
- ☐ Timing: first 5 seconds
- ☐ Placement: Clearly legible and noticeable

Copy Guidelines

- ☐ Include "Sponsored by CPG NAME" in support copy
 - Example: Sponsored by Bel Brands

Static:

- ☐ Incorporate #Ad within copy when "Sponsored" is not already shown on the asset



Logo Placement Guidelines

Placement

- Top-right corner

Size

- 3–6% of total canvas width

Opacity

- 80–100% depending on background contrast

Padding

- Min 6% from the right
- Min 14% from the top



Creator Content Visual Guidelines

Image and Video Requirements

Visual Requirements

- Keep videos **under 30 seconds**.
- Show the product within the **first 3 seconds**.
- **No third-party** brands or logos. This includes in your bathroom, kitchen, equipment, clothing, shoes, art, etc.
- Keep the product in the **safe zone**.
- Product must be **clear, in focus, and labels visible** (no covering).
- Show **all products** in each image and video (unless told otherwise).

Legal Requirements

- Must include **#ad** on all video content (not static)
- Duration: First **5 seconds**
- Font: **Poppins**
- Size: **48 px**
- This disclosure must be **within the safety zone in the bottom right corner**.
 - Note: Please keep the disclosure as small and **unobtrusive as possible** while still being **legible & noticeable**.



Appendix



Albertsons Logo Overview

Primary

Use the Albertsons horizontal logo for all marketing materials.



Secondary

Use the Albertsons vertical logo when space is limited and the primary logo is not an option.



A-Mark

The A-Mark is a visual representation of our brand. It can be used as a graphical and interior design element. The proportion should never be altered.





Safeway Logo Overview

Primary

Use the Safeway horizontal logo for all marketing materials.



Secondary

Use the Safeway vertical logo when space is limited and the primary logo is not an option.



S-Mark

The S-Mark is a visual representation of our brand. It can be used as a graphical and interior design element. The proportion should never be altered.





ACME Logo Overview

Primary

Use the ACME logo for all marketing materials.

The ACME logo in red, bold, italicized sans-serif font, with a registered trademark symbol (®) at the end. It is centered within a white square.

The ACME logo in white, bold, italicized sans-serif font, with a registered trademark symbol (®) at the end. It is centered within a gray square.

The ACME logo in black, bold, italicized sans-serif font, with a registered trademark symbol (®) at the end. It is centered within a gray square.



Albertsons Market Logo Overview

Primary

Use the Albertsons Market horizontal logo for all marketing materials.



Secondary

Use the Albertsons Market vertical logo when space is limited and the primary logo is not an option.





Amigos Logo Overview

Primary

Use the Amigos logo for all marketing materials.





Carrs Logo Overview

Primary

Use the Carrs logo for all marketing materials.

Dual Branded Horizontal Carrs-Safeway Lockup

Use the Carrs | Safeway horizontal logo on marketing materials, such as circulars, that are distributed across both brands.

Dual Branded Vertical Carrs-Safeway Lockup

Use the Carrs | Safeway vertical logo when space is limited and the dual branded horizontal logo is not an option.



Jewel-Osco Logo Overview

Primary

Use the Jewel-Osco oval logo for marketing materials across all channels, including digital.





Market Street Logo Overview

Primary

Use the Market Street logo for all marketing materials.





Pavilions Logo Overview

Primary

Use the Pavilions logo for all marketing materials.

The word "PAVILIONS" in a black, serif, all-caps font, centered within a white square box.

PAVILIONS

The word "PAVILIONS" in a white, serif, all-caps font, centered within a solid gray square box.

PAVILIONS



Randalls Logo Overview

Primary

Use the Randalls script logo for all marketing materials.



Randalls



Randalls



Randalls



Shaw's Logo Overview

Primary

Use the Shaw's logo for all marketing materials.





Star Market Logo Overview

Primary

Use the Star Market logo for all marketing materials.





United Supermarkets Logo Overview

Primary

Use the United Supermarkets logo for all marketing materials.



United
supermarkets®



United
supermarkets®



United
supermarkets®



Tom Thumb Logo Overview

Primary

Use the Tom Thumb script logo for all marketing materials.

The Tom Thumb logo in a blue script font, underlined with a thick red line, set against a white background.

The Tom Thumb logo in a white script font, underlined with a thick white line, set against a gray background.

The Tom Thumb logo in a black script font, underlined with a thick black line, set against a gray background.



Vons Logo Overview

Primary

Use the Vons logo for all marketing materials.

The Vons logo, consisting of the word "VONS" in a bold, sans-serif font, is displayed in red on a white background.

The Vons logo, consisting of the word "VONS" in a bold, sans-serif font, is displayed in white on a gray background.

The Vons logo, consisting of the word "VONS" in a bold, sans-serif font, is displayed in black on a gray background.

Thank You.