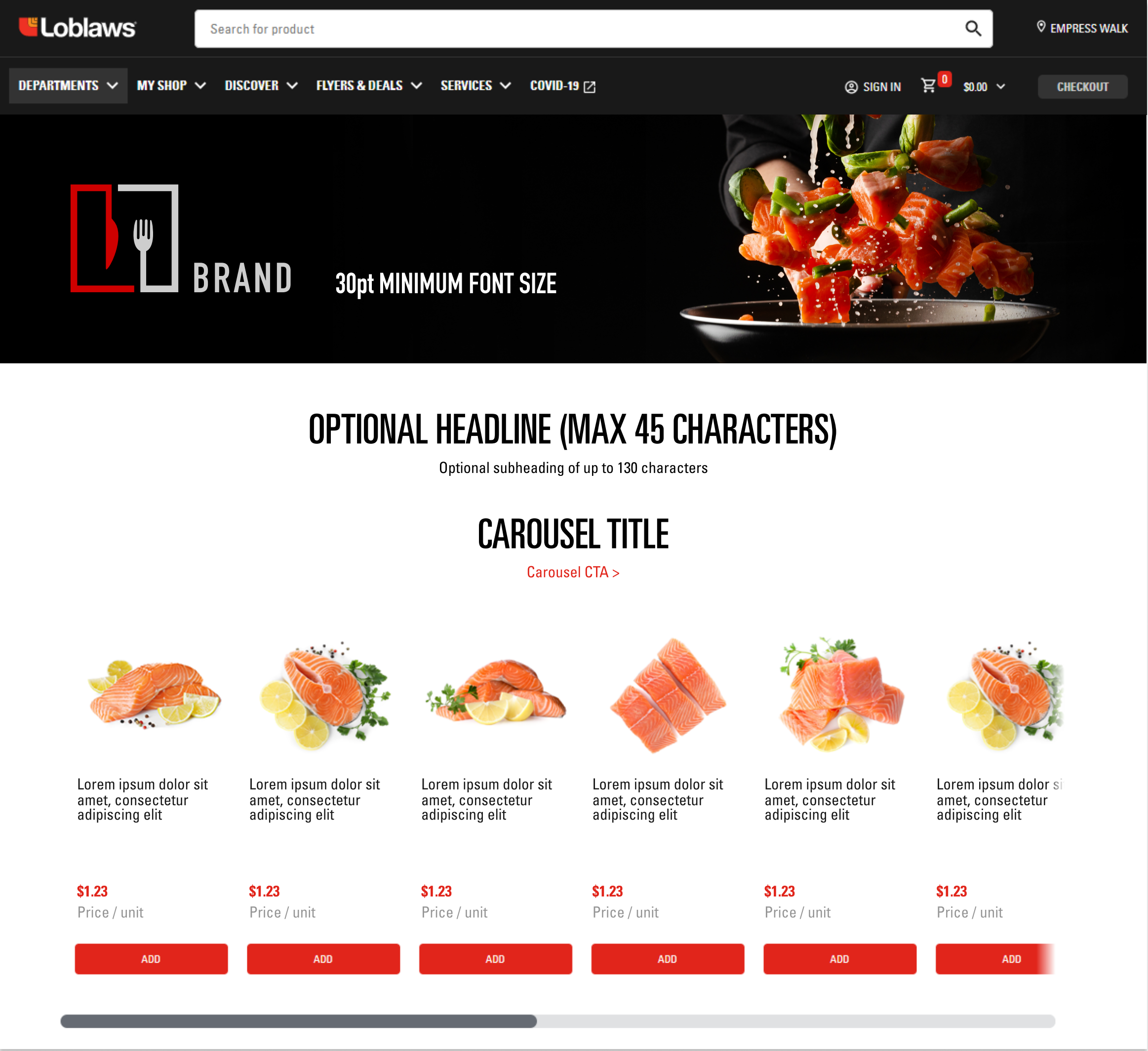# Grocery
Brand Hub Guide

Loblaw
MEDIA™

Brand Hub

The brand hub landing page consists of a **banner image, an optional headline/subheading, a product carousel,** and legal copy if applicable.
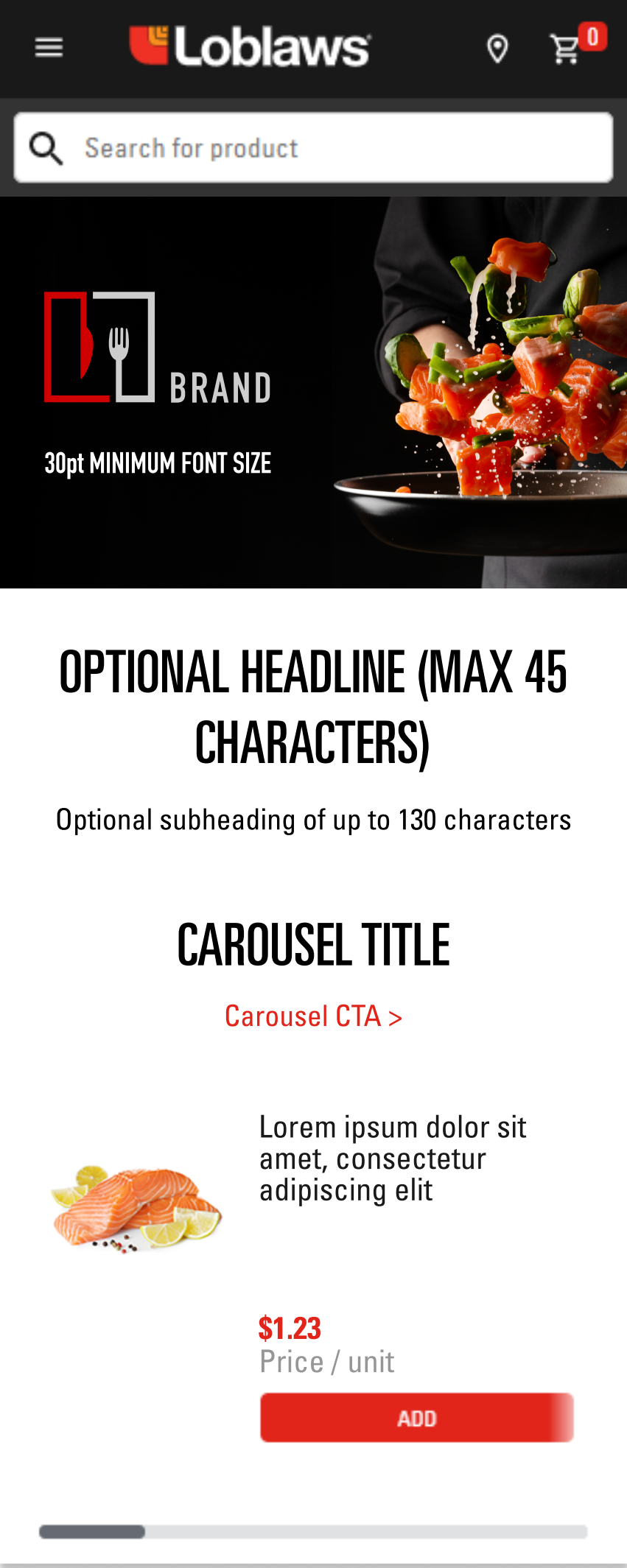
Optional headline/subheading font is not customizable, and varies according to site branding.

Supply your copy in the media plan spreadsheet, on the Grocery Hub Copy Deck tab.

Desktop

Mobile

Desktop

Loblaws

Search for product

EMPRESS WALK

DEPARTMENTS | MY SHOP | DISCOVER | FLYERS & DEALS | SERVICES | COVID-19

SIGN IN | 0 $0.00 | CHECKOUT

BRAND

30pt MINIMUM FONT SIZE

OPTIONAL HEADLINE (MAX 45 CHARACTERS)

Optional subheading of up to 130 characters

CAROUSEL TITLE

Carousel CTA >

Lorem ipsum dolor sit amet, consectetur adipiscing elit

$1.23
Price / unit

ADD

Mobile

Loblaws

Search for product

BRAND

30pt MINIMUM FONT SIZE

OPTIONAL HEADLINE (MAX 45 CHARACTERS)

Optional subheading of up to 130 characters

CAROUSEL TITLE

Carousel CTA >

Lorem ipsum dolor sit amet, consectetur adipiscing elit

$1.23
Price / unit

ADD

Brand Hub Banner

Brand hub banners should be provided in three formats according to the specs below.

Hub banner images are created at 2x resolution for high density displays.

Font size must be **at least 30pt**. Text in banner images is best kept minimal, limited to logos, short slogans, etc. Longer copy should be provided as optional headline/subheading, to be included as live text below the banner images.

Fine print is still subject to the 30pt minimum font size. Please provide all required legal and fine print in the media plan, to be implemented as live text on the brand hub pages.

Text within the banner image must meet WCAG accessibility standards. Keep text large and legible, with high contrast against the background. Use a site such as contrast-ratio.com to evaluate your color contrast.

Any text embedded in these images should also be provided in the media plan spreadsheet, on the **Grocery Hub Copy Deck** tab. This text will be included in the alt property of the banner images for accessibility purposes.

▦ Image Specifications

b1 / Desktop	**b2** / Tablet	**b3** / Mobile
2400x520px	1920x520px	1280x800px

Max file size	1MB

File format	.jpg or .png
	(include layered production documents)
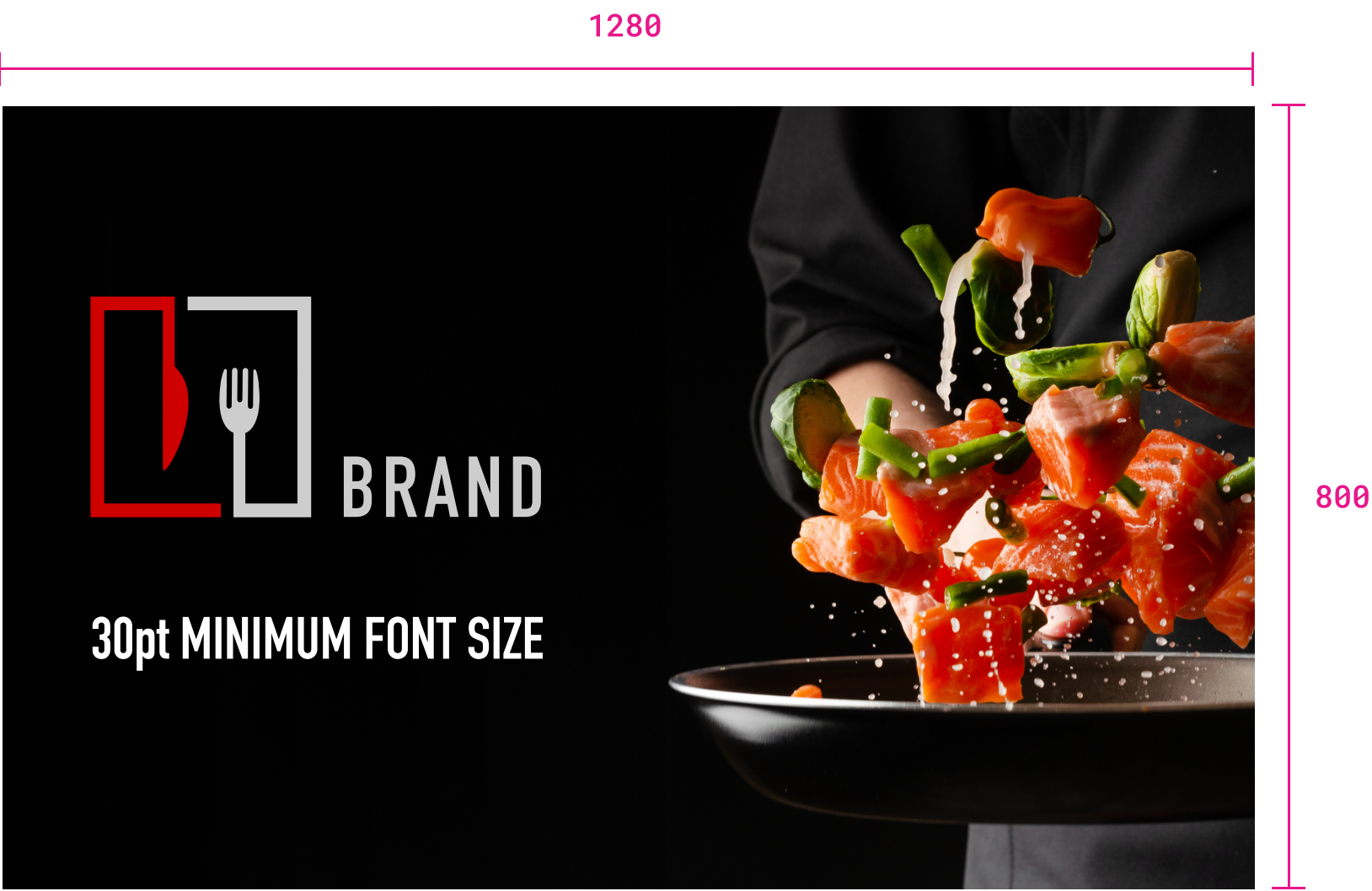
Carousel

Shown here is an example of a carousel, which contains a scrollable selection of up to 18 products. Optionally, the carousel may also be formatted as a grid. Carousels are accompanied by a headline and optional sub copy.

Carousel name (required):
45 characters max
Carousel sub copy (optional):
256 characters max

Carousel/grids can display a **maximum of 18 products**. If there are more than 18 products as a part of the on-site experience, a product assortment can be linked to on a secondary page via the carousel/grid's CTA. **Please highlight up to 18 products** that should appear first.

Please provide the carousel copy in the **Product Carousels** table in the media plan spreadsheet, on the **Grocery Hub Copy Deck** tab.

Please provide article numbers for products available on Online Grocery sites in the media plan spreadsheet, on the **Creative Brief** tab.
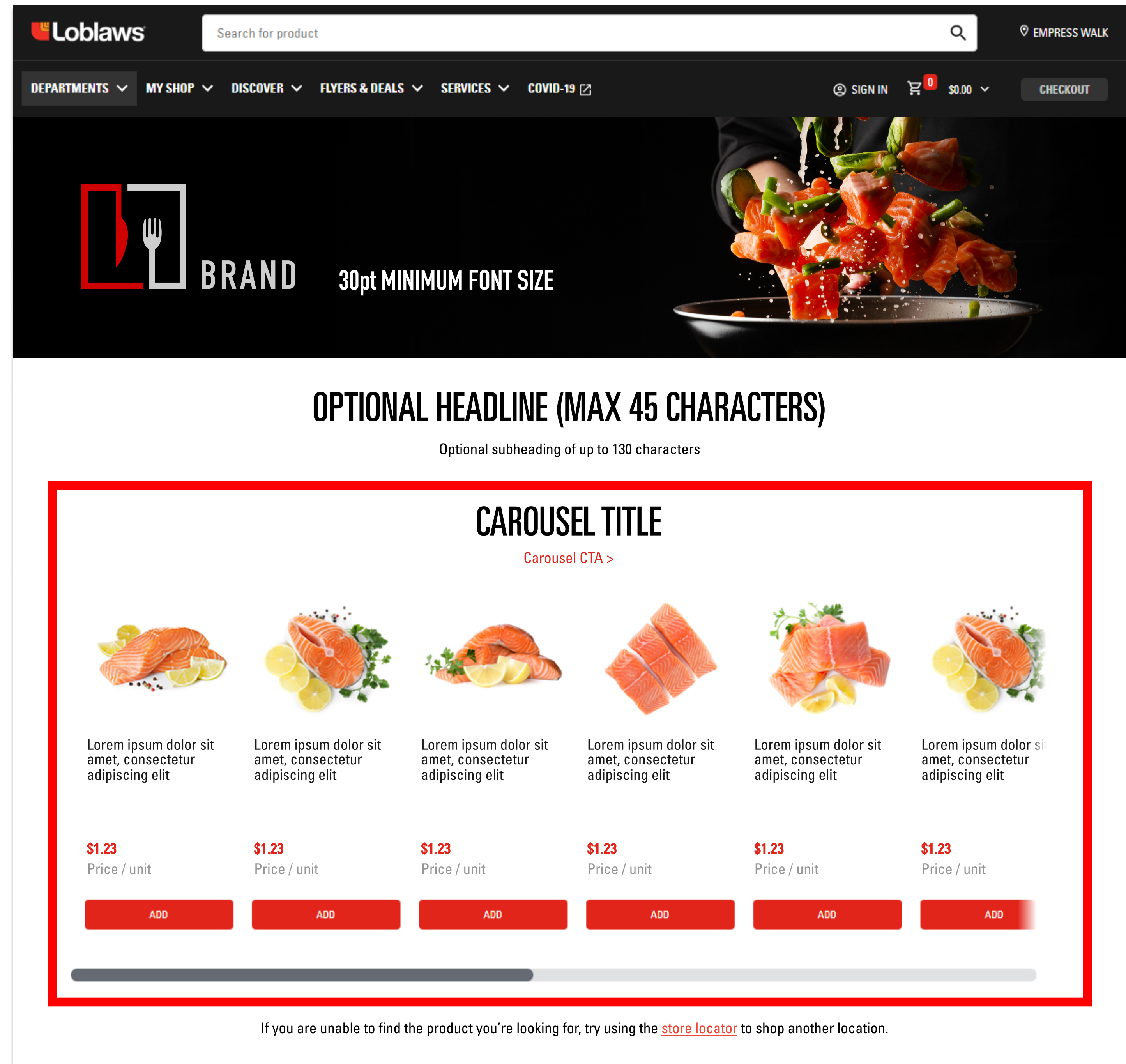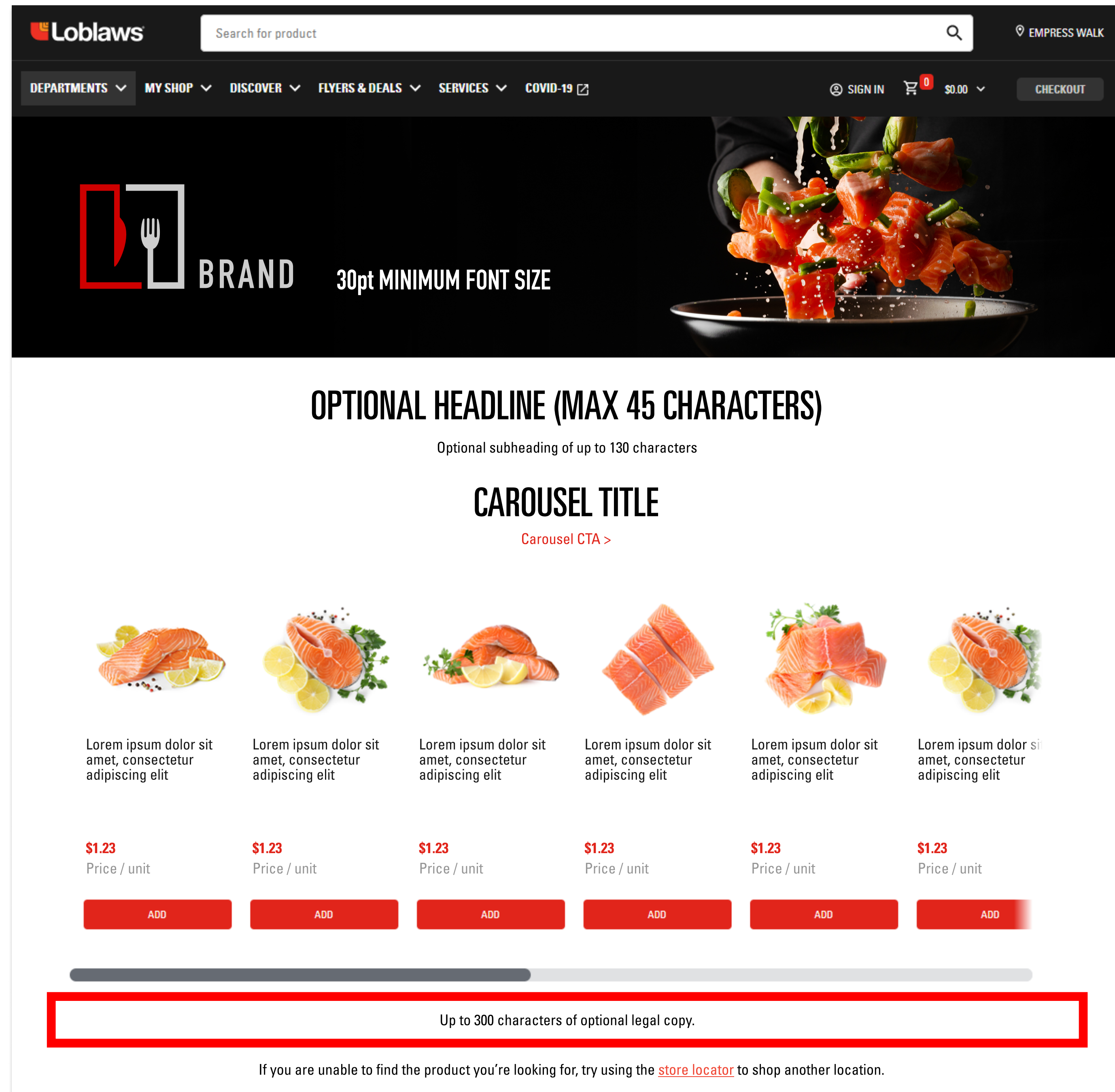
Legal Copy

Optional legal copy may be included, to be displayed at the bottom of the landing page.

Legal (optional):
300 characters max

Please provide legal copy in the **Legal** table in the media plan spreadsheet, on the **Grocery Hub Copy Deck** tab.

URLs for Brand Hubs

A page title must be provided for brand hub URLs.

- Text must be lower case
- Separate words with hyphens. Do not include spaces, slashes, or other special characters
- Keep text as short as possible to avoid truncation in Google search results
- Include relevant page keyword(s)
- Avoid short forms or internal company acronyms. They should be easy to read by the customer

Provide URL title in the media plan spreadsheet, on the **Grocery Hub Copy Deck** tab.

Meta Descriptions

A meta description provides a brief summary of a web page. Search engines such as Google often display the meta description in search results, which can influence click-through rates. Great meta descriptions read like strong marketing copy and make it clear what customers will see when they click through to the page. Titles should include the banner name.

Meta titles and descriptions should not exceed 256 characters.

Provide meta titles and descriptions in the **Meta Descriptions** table in the media plan spreadsheet, on the **Grocery Hub Copy Deck** tab.

Example page URL, required text is highlighted

http://www.loblaws.ca/**baby-furniture**

Example meta titles & descriptions displayed in search results

www.target.com › grocery-deals › all ▾

All : Grocery Deals : Target

Never go hungry with these snacks and staples. Shop **Target** for **grocery** deals at great prices. Free shipping on orders $35+ or free same-day pickup in store.

www.canadiantire.ca › kitchen › small-appliances › cof... ▾

Coffee Makers | Canadian Tire

With single serve or drip **coffee makers** from Nespresso, KitchenAid, Hamilton Beach & more, you can make your own cup of the world's favourite beverage.

Copy Deck

Provide all applicable copy in the media plan spreadsheet, on the **Grocery Hub Copy Deck** tab.

URLs for Brand Hubs

Fields + Character Counts (Includes Spaces)	URL	Character Count (Auto)
EN Landing Page URL (64 characters maximum)	www.pcexpress.media/xxxx-xxx	28
FR Landing Page URL (64 characters maximum)		0

* Best Practice Notes:
- Contentful (our CMS system) cannot support double slashed URLs (ex: loblaws.ca/baby/furniture). Please separte words with hyphens i.e loblaws.ca/baby-furniture
- Please provide URL 4 weeks before assets are due to your Loblaw Media Account Manager. Production + Production Design at Loblaw Media will require a minimum 2 weeks to receive URL approval by the Development team

Meta Descriptions

Fields + Character Counts (Includes Spaces)	Copy	Character Count (Auto)
EN Meta Page Title 256 characters maximum		0
FR Meta Page Title 256 character maximum (optional)		0
EN Meta Page Description 256 characters maximum		0
FR Meta Page Description 256 characters maximum (optional)		0

* Best Practice Notes:
- Meta descriptions are required for all net new hubs
- Please provide French translations if the grocery banner / campaign is bilingual
- Browser Page Title + Meta Page Title can be the same and acts as a tag for the web page
- The Meta Page Description is a snippet used to summarize a web page's content

Brand Hub Banner

Fields + Character Counts (Includes Spaces)	Copy	Character Count (Auto)
EN Banner Text (transcribe all text embedded in banner image)		0
FR Banner Text (transcribe all text embedded in banner image)		0
Optional EN Headline (45 characters maximum)		0
Optional FR Headline (45 characters maximum)		0
Optional EN Subheading (130 characters maximum)		0
Optional FR Subheading (130 characters maximum)		0

Product Carousel / Product Carousel 2 (if required)

Fields + Character Counts (Includes Spaces)	Copy	Character Count (Auto)	Fields + Character Counts (Includes Spaces)	Copy	Character Count (Auto)
EN Headline 45 characters maximum		0	EN Headline 45 characters maximum		0
FR Headline 45 characters maximum		0	FR Headline 45 characters maximum		0
EN Sub copy 256 characters maximum (optional)		0	EN Sub copy 256 characters maximum (optional)		0
FR Sub copy 256 characters maximum (optional)		0	FR Sub copy 256 characters maximum (optional)		0
EN Carousel CTA 25 characters maximum		0	EN Carousel CTA 25 characters maximum		0
FR Carousel CTA 25 characters maximum		0	FR Carousel CTA 25 characters maximum		0
EN Carousel URL (optional)		0	EN Carousel URL (optional)		0
FR Carousel URL (optional)		0	FR Carousel URL (optional)		0

* Best Practice Notes:
- Number of products showing in a carousel: 18
- Carousel CTA can lead to any collections page. Please provide URL above if this is not leading to the larger assortment of products

* Best Practice Notes:
- Number of products showing in a carousel: 18
- Carousel CTA can lead to any collections page. Please provide URL above if this is not leading to the larger assortment of products

Legal

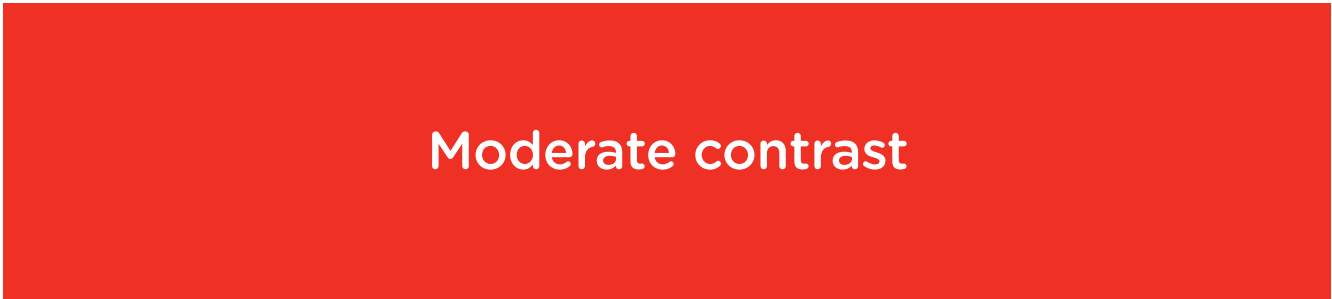| Fields + Character Counts (Includes Spaces)	Copy	Character Count (Auto)
Optional EN Legal - 300 characters maximum (where applicable)		0
Optional FR Legal - 300 characters maximum (where applicable)		0

Accessibility

People with low-vision or color blindness can be less sensitive to color contrasts when viewing text and images in digital content. Therefore, it's important to ensure sufficient contrast between text and the background of our content.

Contrast ratio refers to how bright or dark colors appear on screens. Contrast ratios range from 1 to 21 (written as 1:1 and 21:1). The first number, L1, refers to the relative luminance of light colors while L2 is the second number that refers to the relative luminance of dark colors. So 1:1 is bad, and 21:1 is perfect.

Good: works with all fonts weights
Moderate: works with heavier font weights
Bad: avoid at all costs

There are some helpful online tools for checking your color combinations. Check these out and find what works for you:

contrastchecker.com
contrast-ratio.com
accessible-colors.com
webaim.org/resources/contrastchecker

Moderate contrast	**Good contrast**
Contrast ratio: 4.11 : 1	Contrast ratio: 21 : 1
Good contrast	**Bad contrast**
Contrast ratio: 8.14 : 1	Contrast ratio: 1.8 : 1
Bad contrast	**Bad contrast**
Contrast ratio: 1.84 : 1	Contrast ratio: 2.68 : 1

Checklist

Brand Hub Banner

Dimensions: **2400x520, 1920x520, 1280x800**

Provide high-resolution, layered production files (Photoshop, Illustrator, etc.) including any supporting assets.

Brand Hub Banner Text

Provide all text as it appears in your banner images, to be included as alt text for accessibility, on the **Grocery Hub Copy Deck** tab

Brand Hub Headline/Subheading
(optional)

Supply your optional headline/subheading copy in the media plan spreadsheet, on the **Grocery Hub Copy Deck** tab.

Carousel Products

Please provide products' article numbers for production team to add to the carousel in the media plan spreadsheet, on the **Creative Brief** tab.

Legal
(optional)

Provide optional legal copy in the media plan spreadsheet, on the **Grocery Hub Copy Deck** page.

If the program is bilingual, you must provide both English and French.

URL & Metadata

Provide the page title for brand hub URLs in the media plan spreadsheet, on the **Grocery Hub Copy Deck** page.

If the program is bilingual, you must provide both English and French.