



# Walmart Brand Guidelines



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# Our Brand

## The Walmart Brand Positioning



# Who is Our Customer

**Effective communications? They're just not possible unless you know who you're talking to.**

## **Our customers. Our boss.**

Sam Walton once said: "There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." Like every great business story, ours starts with the customer. What they want is the most important.

And though each person is different from the next, they all appreciate how we help them reduce the stress caused by high prices on a limited budget. They are price-sensitive shoppers. For them, spending less on some things, means being able to enjoy the moments that make life special.

# Price-Value Shoppers

## Say "hi" to Our Price-Value Shoppers

They'll smile at you because they know that you're working to save them money on their everyday needs. They appreciate that and are loyal to us because we help them live better with what they can save by shopping at Walmart. You'll find them mostly in rural

areas, enjoying the simple things in life while providing for their families with essentials at prices they can afford. We're as much a part of their lives as any town gathering spot, where friends run into friends and families go to find great values.

Walmart helps my paycheck go further because I can get everything I need at the best prices.



I want ...  
Everyday needs  
At ...  
Unbeatable prices  
In a store with ...  
Easy, convenient shopping

# Brand-Aspirational Shoppers

## Say "hi" to Our Brand-Aspirational Shoppers

Like the price-value shoppers, they're on a budget so they have to be smart about how they spend their money. But unlike the price-value shoppers, they live mostly in urban and suburban areas. They love brands and have their favorites, from the jeans they wear to

the TVs they watch. For them, brands are so much a measure of their success that they'll spend less on some things to be able to enjoy the status and pride of owning the right brands. They look to Walmart for the brands they trust at prices they can afford.

Walmart helps me save money on the basics so I have to spend on the brands that are important to me.

I want ...  
Brands I trust  
At ...  
Unbeatable prices  
In a store with ...  
Easy, convenient shopping



# Price-Sensitive Affluent Shoppers

## Say "hi" to Our Price-Sensitive Affluent Shoppers

Waste money? Not these shoppers, even though money isn't as tight for them as it is for the price-value or brand-aspirational shoppers. To the price-sensitive affluent shopper, spending more than they have to doesn't demonstrate affluence, it demonstrates foolhardiness. They

research purchases to make sure they're getting the best value possible. Like all our customers, they're smart. They know they can shop anywhere, but they shop at Walmart for quality products at unbeatable prices. They enjoy their affluence and plan on keeping it. Walmart helps them do just that.

I'm not into wasting money. Why would I shop anywhere else when I can get great brands and great quality for less at Walmart?

I want ...  
Quality products  
At ...  
Unbeatable prices  
In a store with ...  
Easy, convenient shopping



# What is Our Brand Identity?

The Walmart brand identity is like a great pair of jeans: a perfect fit, comfortable for our customers, associates and suppliers. It projects a relaxed and friendly image. We love wearing it every day. And it's very, very strong.

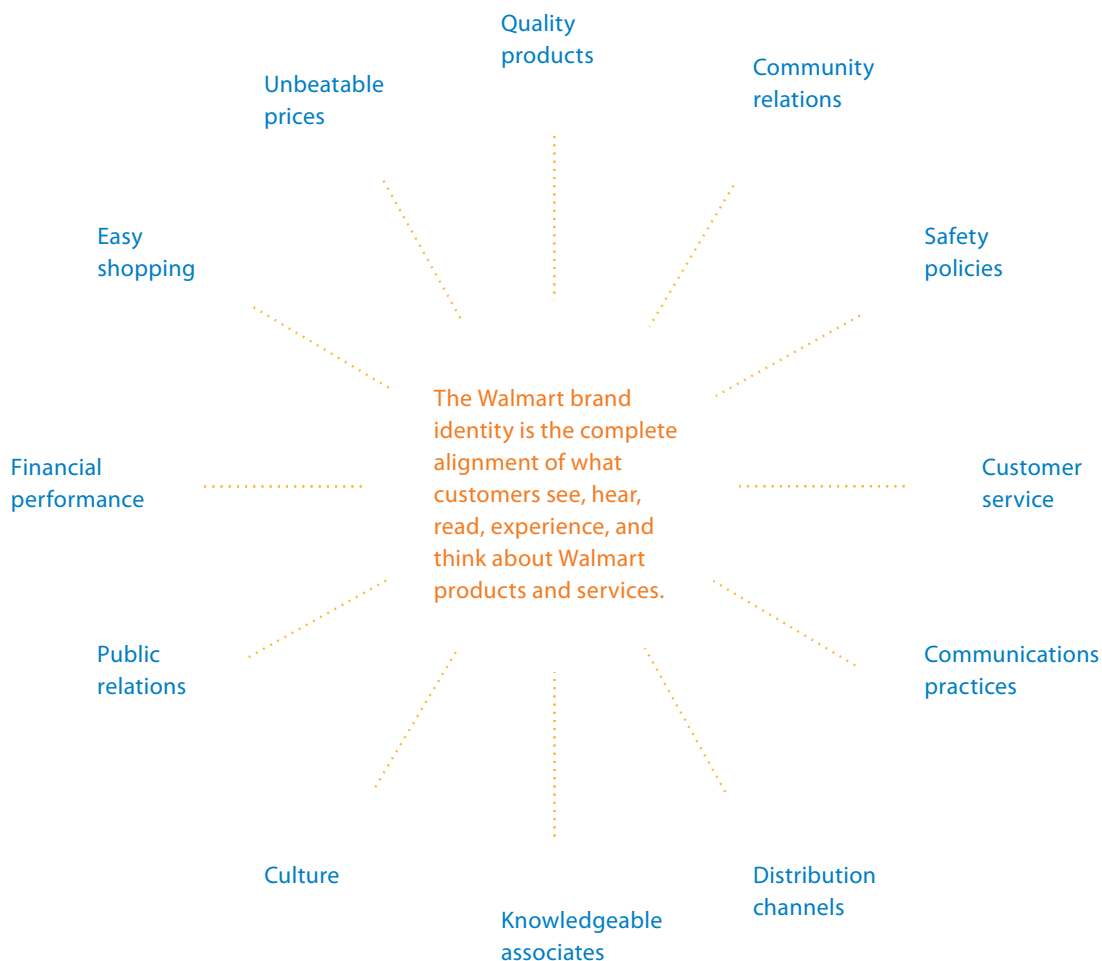
We convey our brand identity through every form of communication and

experience. Through the products we sell, how we look, how we act, and what we say. Everything we do has a direct impact on how the world perceives us. It's crucial that the experience our customers have with our brand be the best possible, from our promise to deliver on low prices, to the quality of the products we sell,

from the cleanliness and design of our stores, to the smiles and helpfulness of our associates.

Brands are built over time. And over time, we'll measure our brand's success by the alignment of the communications and experiences people have with our brand.

## Brands exist in the mind





# Our Company's Purpose

**Our company's purpose is our reason for being:**

**Saving people money so they can live better**

It drives all our business decisions and actions. It's the guiding philosophy we communicate with pride, both internally and externally.

# Our Positioning, Brand Character, and Commitment

## Our positioning

Walmart's brand positioning expresses the benefit we deliver to the marketplace. All of our communications and actions must support our brand positioning.



For price-sensitive shoppers, Walmart is the retailer that helps them feel "smart" and live better because only Walmart delivers unbeatable prices on the brands they trust, in an easy, fast, one-stop shopping experience.

## Our brand character

Servant leadership has long been the core character of Walmart. Sam Walton built Walmart's success on committing the company's strength to helping lower the cost of living for our customers.



"Servant Leader"  
committed to saving people money so they can live better.

## Our commitment

Saving people money so they can live better has made us the most successful retailer in the world. Continuing this success means we all have to deliver:



# Our Brand Personality Traits

It's our job — all of us as keepers of the brand — to make sure that all of our communications are consistent with the following brand personality traits. At the very least, it's up to each of us

to ensure that our communications do not conflict with the traits.

Think of a friend or family member. Now pick five words that best sum up

his or her personality. Those are the “personality traits” you’ve assigned that person. Our brand personality traits describe how we want our customers to perceive our company.

## Caring

We're caring ... not cold. We welcome families with our hometown warmth and exclude no one — we welcome everyone through our doors. We care about our local communities and are compassionate toward the people in them. We're helpful and very engaged. Our customers trust us; we work hard at never letting them down.

## Real

We're real ... not phony. Down-to-earth and approachable? It's the spirit of the 10-foot Rule. Friendly? You bet. Because we're everyday people like our customers; we strive to be unpretentious and authentic. Genuine. Human. Sure, we kid around and have fun, but we take customer satisfaction seriously. Always.

## Innovative

We're innovative ... not complacent. Forward-thinking but never trendy. Inventive? It's a big part of Sam's legacy: supercenters. EDLP. \$4 prescriptions. RFID. We innovate in smart ways to make our customers' lives better by improving their shopping experience. High style? No, thanks. Smart? Of course.

## Straightforward

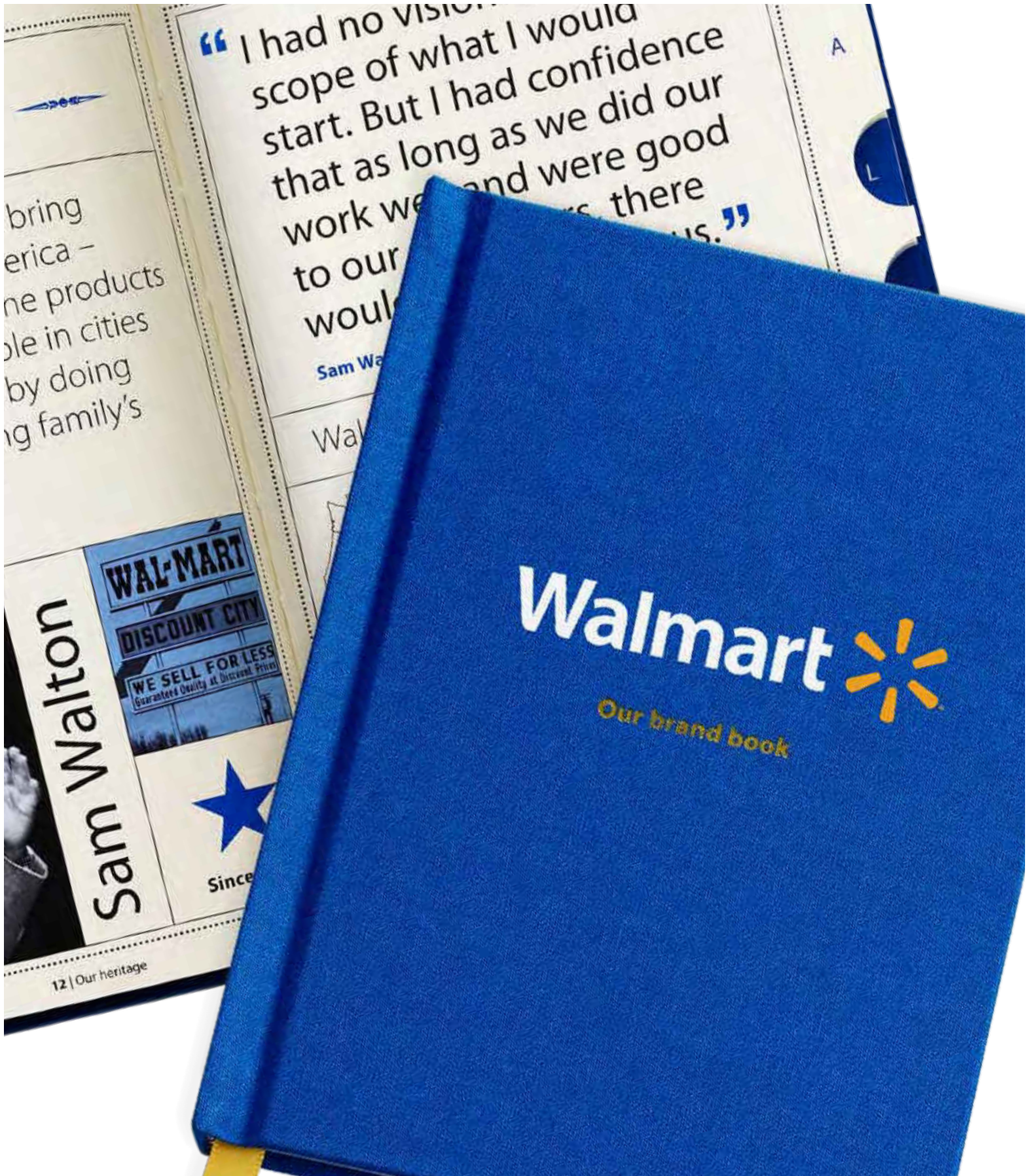
We're straightforward ... not complicated. Simple. Upfront with our customers, suppliers, and fellow associates. No hidden agendas, no ulterior motives. What they see is what they get, and what they get are products, services, and brands they need — at prices they can feel good about.

## Positive

We're positive... not pessimistic. We look at problems as opportunities and see setbacks as learning experiences. Our optimism is contagious, motivating suppliers and building customer confidence. Because we're positive, we believe in and help our customers achieve their dreams of a better life.

# Our Look and Feel

A Guide to a Comprehensive Visual System



# Our Look and Feel

## A comprehensive visual system

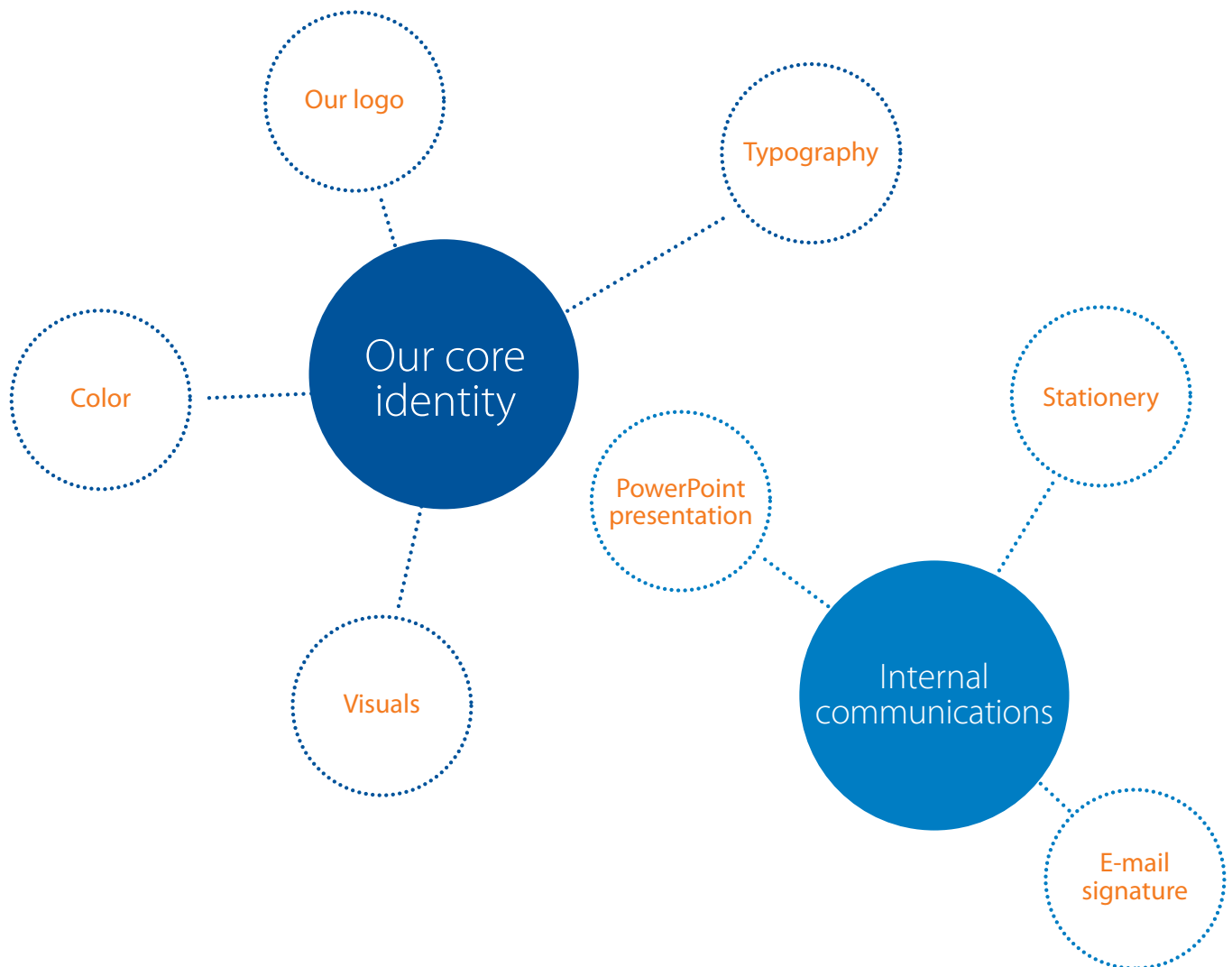
In keeping with our updated brand approach, we've created a complete set of design guidelines. These guidelines are intended to ensure consistency over just about every instance of customer contact. How? By building a deeper and more emotional connection to our

customer. It's subtle, yet so tangible when executed properly.

That's why it's our duty as keepers of the brand (raising your right hand yet?) to protect, support, and communicate our brand clearly and consistently in everything we say and do. Do this and

the strong, positive perceptions created will drive customers to our stores.

The core design elements are the essential visual elements of our brand — the Walmart logo, typefaces, color palettes, imagery, and graphics — and are the starting point for any Walmart communication.



# Walmart or Wal-Mart?

Consistency. It's a powerful idea and one that can't be overstated. Especially when it comes to our logo and the way we express our name in written copy. So please take a few moments to review the following brief yet very important style direction:

## Previous identity and logo

**WAL★MART®**

## New identity and logo

Corporate or International

**Walmart** 

U.S. Retail Stores

**Walmart**   
**Save money. Live better.**

We hear it all the time: “How am I supposed to write our company's name?” The answer is simple: unless you're in the legal department or investor relations, you write our company name just as it's written in our logo: Walmart.

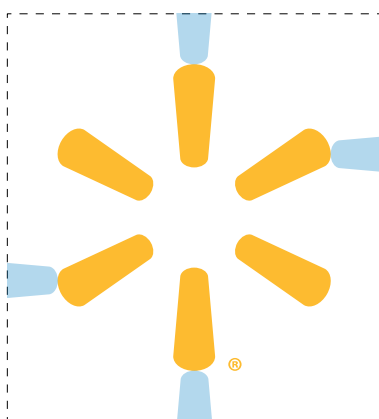
The right way: When writing, just keep it simple: Walmart

# Logo Specifications

- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol. Doing so weakens our identity
- Use authorized artwork from [walmartbrandcenter.com/look\\_logos.aspx](http://walmartbrandcenter.com/look_logos.aspx)

## Clear space

- Always maintain clear space around the Walmart signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the height of the "r" in Walmart for vertical space, and the width of the "r" for horizontal.
- For the symbol, measure clear space by half of the height of one spoke.
- Never allow typography or other elements to "invade" the signature or the symbol.



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## Minimum size

The Walmart signature reproduces well at almost any size. Going too small, however, can damage the logo's integrity – and effectiveness. So please never reproduce the signature:

Walmart 



3/4"

...smaller than 3/4" wide, measured from the "W" to the right side edge of the spark.



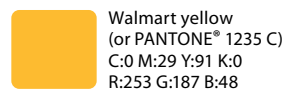
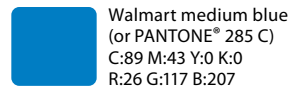
1/8"

...smaller than 1/8" wide, measured from one edge of the spark to the other.

# Logo Specifications (cont.)

## Logo color

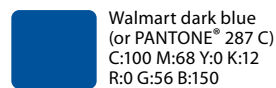
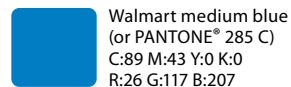
When the logo appears on a white background, use our primary, authorized Walmart medium blue (PANTONE® 285 C).



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## Alternative color backgrounds

- Our primary, authorized Walmart medium blue (PANTONE® 285 C) is preferred when you need a blue background. When using blue as a background, reverse out the logo.
- When the Walmart logo is used on a color background that is in equal value or brighter than PANTONE® 285C, reverse the logo out to white
- Our two other blues (PANTONE® 287 C and PANTONE® 284 C) are acceptable if necessary, though NOT preferred. They may be used in restricted instances, such as in materials for services, for example.



The colors shown here and throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.



# Logo with Retail Tagline Specifications

Taglines are an integral part of conveying a brand image. To maximize its impact and to preserve its unique status, please: Never use it alone or linked to a product or service. Don't change the lockup (how it's positioned with our logo). And, maybe less obvious but just as important: never recreate the combined

logo and tagline art; use only authorized, original art.

The different rules on how our tagline should be used appear below. Please, never ever create taglines and, of course, don't use any tagline other than our

authorized tagline in any advertising or marketing materials.

For authorized, original artwork for the approved logo and tagline lockup, go to: [walmartbrandcenter.com/look\\_logos.aspx](http://walmartbrandcenter.com/look_logos.aspx)

## Tagline clear space

- Always maintain clear space around the Walmart signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the height of the "r" in Walmart for vertical space, and the width of the "r" for horizontal.
- For the symbol, measure clear space by half of the height of one spoke.
- Never allow typography or other elements to "invade" the signature or the symbol.



## Minimum Logo Size

Please never reproduce the logo/tagline lockup smaller than 1-1/4" wide, measured from the "W" to the right side edge of the spark in Walmart.



## Small-size lockup use

When reproducing the lockup in cases where it's needed to be 1-7/8" or smaller (measured from "W" to the right side edge of the spark in Walmart), please use the special "small size" artwork we've created. You'll find it easier to read and reproduce.



# Logo with Retail Tagline Specifications (cont.)

Color use for the logo with tagline lockup follow the same ones as those for the signature used without the tagline. Refer to page 2.2.

### Logo with tagline color



.....

### Using the logo and tagline on a color background



# Using the Purpose Statement

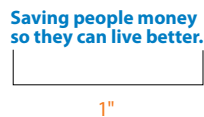
## Horizontal format clearspace

- Always maintain clear space around the "Saving people money so they can live better" purpose statement, to protect it from distracting graphics or typography.
- Measure clear space by the height of the "r" in "better" for vertical space, and its width for horizontal.
- Never allow typography or other elements to "invade" the signature or the symbol.



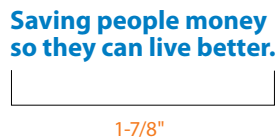
## Minimum size

Never reproduce the tagline smaller than 1" wide, measured from the "S" to the right side of the "r".



## Small-size lockup use

Special "small size" artwork should be used when reproducing the horizontal tagline in cases where it's needed to be 1-7/8" or smaller (measured from "S" to the right side edge of the "r" in "better").



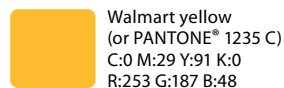
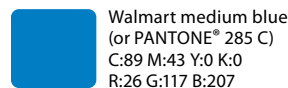
## Using the tagline with half-spark on a color background

The preferred is in Walmart middle blue with a Walmart yellow purpose statement. The purpose statement can also be used in white on Walmart middle blue.

Saving people money  
so they can live better.



Saving people money  
so they can live better.



# Incorrect uses of the Purpose Statement

~~Saving people money  
so they can live better.~~

Do not use yellow on white.

~~Saving people money  
so they can live better.~~

Do not use two colors to split the purpose statement.

~~Saving people money  
so they can live better.~~

~~Saving people money  
so they can live better.~~

The tagline should not be reversed out of seasonal colors.

~~Saving people money  
so they can live better.~~

~~Saving people money  
so they can live better.~~

The tagline should not be reversed out of any other colors.

~~Saving people money  
so they can live better.~~

# Using the Retail Tagline without the Logo

## Tagline Clear Space

- Always maintain clear space around the "Save money. Live better." tagline to protect it from distracting graphics or typography.
- For the horizontal tagline, measure clear space by the height of the "r" in "better" all the way around.
- For the stacked tagline, measure clear space by the height of the "r" in "better" for vertical space, and the width of the "r" for horizontal.
- Never allow typography or other elements to "invade" the signature or the symbol.



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## Minimum size

The Walmart tagline reproduces well at almost any size. Going too small, however, can damage the tagline's integrity – and effectiveness. So please: Never reproduce the tagline smaller than 3/4" wide, measured from the "S" to the right side of the "r".

Save money. Live better.®



3/4"

Save money.  
Live better.®



3/8"

---

## Small-size lockup use

Special "small size" artwork should be used when reproducing the horizontal tagline in cases where it's needed to be 1-7/8" or smaller (measured from "S" to the right side edge of the "r" in "better"). For the stacked tagline, it should be used when smaller than 11/16" (measured from "S" to the right edge of "y" in "money".) You'll find it easier to read and reproduce.

Save money. Live better.®



1-7/8"

Save money.  
Live better.®

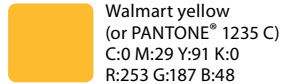
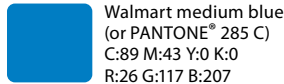


11/16"

# Using the Retail Tagline without the Logo (continued)

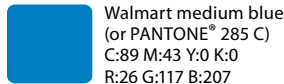
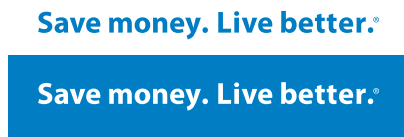
## Using the tagline on color background

The preferred version of our tagline used solo is in Walmart yellow, on a Walmart medium blue background.



## Using the tagline in one color

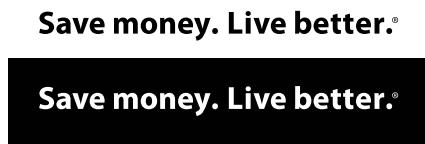
When our solo tagline is used on a white background and/or in a one-color application, it should only appear in Walmart medium blue. It can also be reversed out in white.



## Using the tagline in black and white

When use of color is not available:

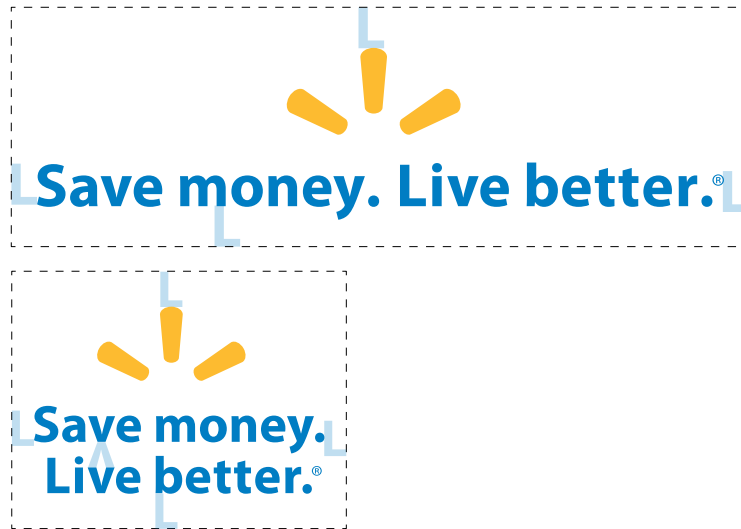
- Produce our tagline in black
- When the background is black, please reverse out



# Using the Retail Tagline with the Half-spark

## Horizontal format clearspace

- Always maintain clear space around the "Save money. Live better." tagline with the half-spark, to protect it from distracting graphics or typography.
- Measure clear space by the height of the "L" in "Live" for vertical space, and its width for horizontal.
- Never allow typography or other elements to "invade" the signature or the symbol.



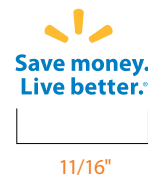
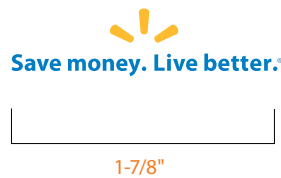
## Minimum size

Never reproduce the tagline smaller than 3/4" wide, measured from the "S" to the right side of the "r".



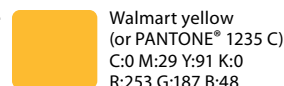
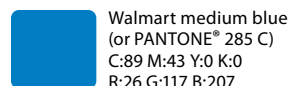
## Small-size lockup use

Special "small size" artwork should be used when reproducing the horizontal tagline in cases where it's needed to be 1-7/8" or smaller (measured from "S" to the right side edge of the "r" in "better"). For the stacked tagline, it should be used when smaller than 11/16" (measured from "S" to the right edge of "y" in "money.") You'll find it easier to read and reproduce.



## Using the tagline with half-spark on a color background

The preferred is in Walmart middle blue with a Walmart yellow half-spark. When reversed out of a color, the tagline portion should be reversed out in white.



# Incorrect Uses of the Retail Tagline

~~Save money. Live better.®~~

Do not use yellow on white.

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~

The 2-color version should always show the tagline in white and the half-spark in yellow — never both.

~~Save money. Live better.®~~

Do not use two colors to split the tagline.

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~

~~Save money. Live better.®~~

The tagline should only be reversed out of holiday colors.

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~

The half-spark should not be used with holiday colors.

~~Save money. Live better.®~~

The half-spark should only appear in blue, yellow, or white knocked out of blue.

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~

~~Save money.  
Live better.®~~



# Using the Logo with Internal Department Names

Locked-up type treatments let departments identify themselves in ways that are consistent with the Walmart brand. Below are acceptable examples of how to lock up department names to our Walmart logo, as well as how to separate the artwork.

Need a department type treatment lockup?  
E-mail the Brand Center at  
[BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)

## Standard stacked



Walmart medium blue  
(or PANTONE® 285 C)  
C:89 M:43 Y:0 K:0  
R:26 G:117 B:207



Walmart yellow  
(or PANTONE® 1235 C)  
C:0 M:29 Y:91 K:0  
R:253 G:187 B:48



## Horizontal



# Examples of Department Type Treatments

The lockups below are examples of existing approved artwork.

To find authorized, original artwork for your department, please e-mail the Brand Center at [BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)



# Examples of Multi-line Department Names

The lockups below are examples of existing, approved artwork.

To find authorized, original artwork for your department, please e-mail the Brand Center at [BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)

**Walmart**   
Global Continuous  
Improvement

**Walmart**   
Supply Chain  
Center of Excellence

# Using the Logo with Multi-line Department Names

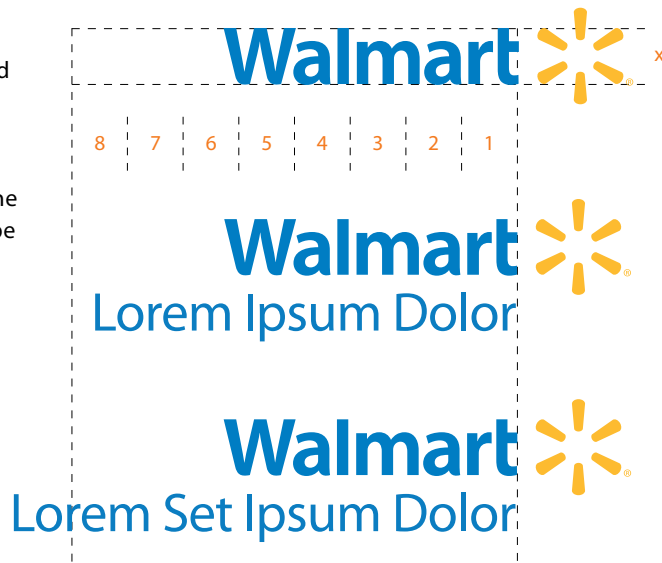
Some departments have long names that require more than one line. Here are guidelines about when to create a multi-line department name.

Need a department type treatment lockup? E-mail the Brand Center at [BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)

## Department line length

Department names should not exceed 8 times the height (x) of the Walmart logo it is being locked up to.

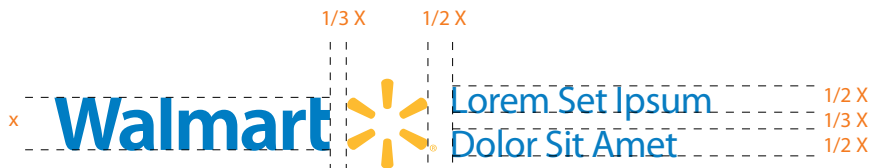
In instances where the names "miss the cut," the character count should not be more than 20, give or take.



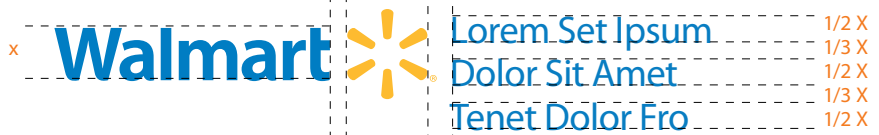
## Stacked 2- and 3-line stack



## Horizontal 2-line stack



## Horizontal 3-line stack



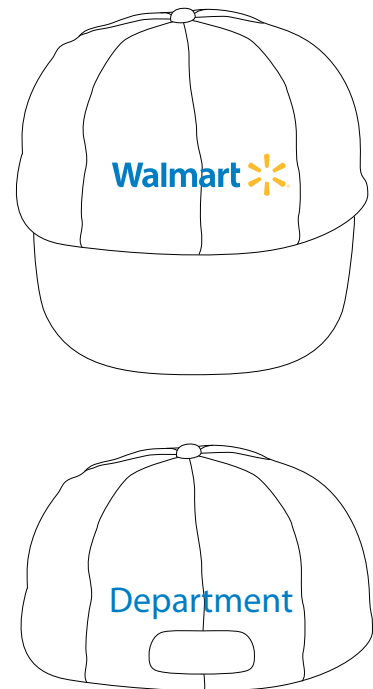
# Examples of Department Type Treatment Applications

Below are acceptable examples of how to use type treatment lockups to identify individual departments.

## T-shirts



## Front and back of hats



## Office signs



# Using the Logo with Retail Service Names

Locked-up type treatments let services identify themselves in ways that are consistent with the Walmart brand. Below are the three types of service type treatment lockups.

Need a service type treatment lockup?  
E-mail the Brand Center at  
[BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)

## Standard stacked



Walmart medium blue  
(or PANTONE® 285 C)  
C:89 M:43 Y:0 K:0  
R:26 G:117 B:207



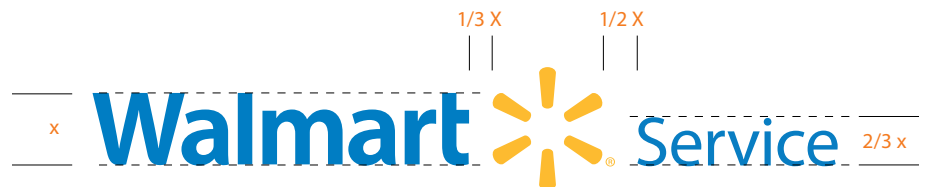
Walmart yellow  
(or PANTONE® 1235 C)  
C:0 M:29 Y:91 K:0  
R:253 G:187 B:48



## Standard stacked with a service title



## Horizontal



# Examples of Walmart Retail Service Type Treatments

Be sure the relationship of the service to the Walmart logo is consistent, whether on labcoats, uniforms, or patches. The lockups below are examples of Walmart service type treatments.

To find authorized, original artwork for Walmart service type treatments, go to: [walmartbrandcenter.com/look\\_logo\\_service.aspx](http://walmartbrandcenter.com/look_logo_service.aspx)

## Service type treatments

**Walmart**   
Tire & Lube Express

**Walmart**   
Pharmacy

**Walmart**   
Photo

**Walmart**   
Vision Center

---

## Service type treatments with titles

**Walmart**   
Tire & Lube Express  
**Technician**

**Walmart**   
Vision Center  
**Consultant**

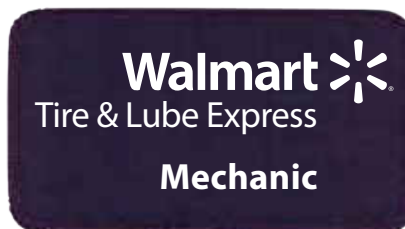
# Examples of Walmart Service Type Treatments in Applications

These are acceptable examples of how to lock up service names and titles to the Walmart logo.

## Lab coat



## Patch





# Using the Logo with Country Names

Locked-up type treatments let countries identify themselves in ways that are consistent with the Walmart brand. Below are acceptable examples of how to lock up country names to our Walmart logo, as well as how to separate the artwork.

Need a country type treatment lockup?  
E-mail the Brand Center at  
[BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)

## Standard stacked



Walmart medium blue  
(or PANTONE® 285 C)  
C:89 M:43 Y:0 K:0  
R:26 G:117 B:207



Walmart yellow  
(or PANTONE® 1235 C)  
C:0 M:29 Y:91 K:0  
R:253 G:187 B:48



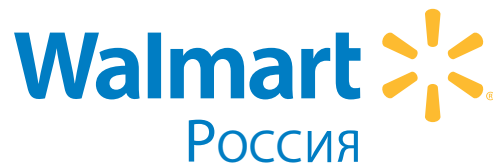
## Horizontal



# Examples of Country Type Treatments

The lockups below are examples of existing approved artwork.

To find authorized, original artwork for your country, please e-mail the Brand Center at [BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)



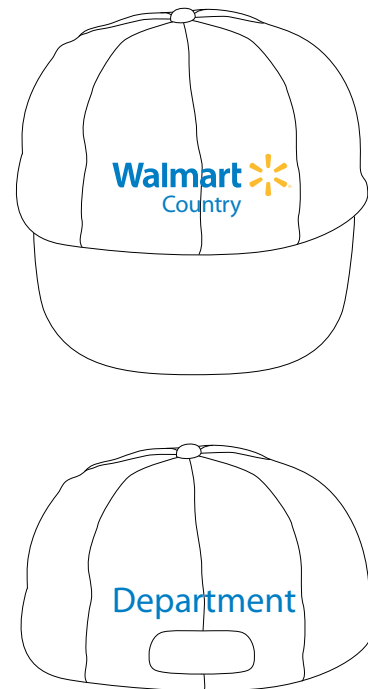
# Examples of Country Type Treatment Applications

Below are acceptable examples of how to use type treatment lockups to identify individual departments.

## T-shirts



## Front and back of hats



## Office signs



# Using the Logo Country Names and Multi-line Department Names

The lockups below are examples of existing, approved artwork.

Need a Country type treatment lockup?  
E-mail the Brand Center at  
[BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)



# Discontinued Logo/Tagline Treatments

We realize it's like saying goodbye to an old friend, but we're not. We're saying "Hi!" to a friend who's enjoying a professional makeover.

- Discontinue using the Walmart logo/tagline treatments below
- Discontinue using any other Walmart logo/tagline treatments not approved or shown on page 2.1

By discontinuing the use of non-approved logo/tagline treatments, we simplify our current identity system. What does this mean for us? A smoother, faster, easier transition to our new brand.



Do not use the Walmart Always Low Prices, Always logo.



Do not use the Walmart star lockup.



Do not use the Walmart Supercenter logo.



Do not use multiple colors in a subhead.



Do not create variations for the Walmart logo.



Do not use any retired Walmart logo artwork.



Do not lockup the Walmart logo with International.



Do not use Walmart with spark logo artwork where the spark is raised above the baseline of "Walmart."

# Incorrect use of the Logo

The logo is the primary visual representation of the brand, and needs to be treated respectfully. Changing any part of the logo will jeopardize consistency and weaken its impact. Please avoid doing the following:



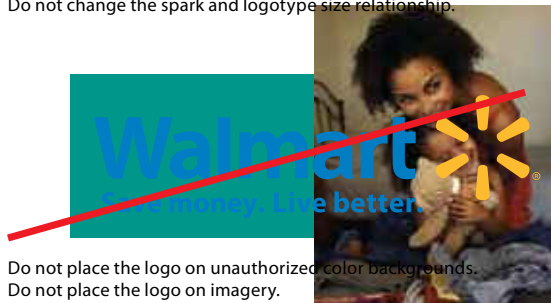
Do not apply any one color (even if part of the Walmart palette) to the logo.



Do not assign arbitrary colors to any part of the logo.



Do not change the spark and logotype size relationship.



Do not place the logo on unauthorized color backgrounds. Do not place the logo on imagery.



Do not warp the logo.



Do not apply arbitrary colors to any part of the spark.



Do not place the logo in holding shapes.



Do not use the logo in a repeat pattern.



Do not replace or reset the typography of the logo, even in Myriad Pro.



Do not use the logo without the spark.



Do not rearrange any elements of the logo.



Do not raise the spark.

# Our Primary Color Palette



Consistent use of color is one of the easiest — and most effective — ways to break through marketing clutter. To rise above the noise. To be a visible needle in a haystack of competing communications.

## Why blue?

Blue is an integral part of the Walmart visual identity. It's also the most popular color of the spectrum and suggests authority, dignity, security, stability, heritage, and trust.

Blue also communicates image attributes like friendly, approachable, reliable, and trustworthy. Makes a lot of sense, doesn't it? All very Walmart.

Certain shades of blue can suggest different but complementary and appealing traits. Darker blues? Tradition and quality. Brighter blues? Innovation or technology.

Blue can also signal "fresh" and it combines well with other colors (green, orange, yellow). Combining these colors communicate other Walmart traits such as low cost, natural, organic, and others.

Because blue speaks to so many things Walmart, it's important that we leverage it in all our brand communications. Think blue.

# Our Core Colors

## Our primary colors

The blues to the right should dominate every piece you create. Our medium and light blues are brighter, friendlier blues than what we've used in the past and convey a "welcoming" and "fresher" Walmart.

- With rare exception, use only authorized Walmart medium blue (PANTONE® 285 C) for the logo
- Please emphasize the use of Walmart medium blue (PANTONE 285° C) and Walmart light blue (PANTONE® 284 C) for full fields of color in marketing communications



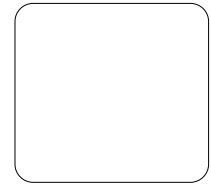
Walmart medium blue  
(or PANTONE® 285 C)  
C:89 M:43 Y:0 K:0  
R:26 G:117 B:207



Walmart dark blue  
(or PANTONE® 287 C)  
C:100 M:68 Y:0 K:12  
R:0 G:56 B:150



Walmart light blue  
(or PANTONE® 284 C)  
C:55 M:19 Y:0 K:0  
R:108 G:171 B:231



Walmart white  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255

## Our highlight colors

Use highlight colors in combination with our core colors to convey other messages such as "low cost," "organic," "natural," or "innovation." These colors add depth, for sure, but use them sparingly, please.



Walmart orange  
(or PANTONE® 166 CVC)  
C:0 M:64 Y:100 K:0  
R:244 G:123 B:32



Walmart yellow  
(or PANTONE® 1235 C)  
C:0 M:29 Y:91 K:0  
R:253 G:187 B:48



Walmart dark green  
(or PANTONE® 364 C)  
C:65 M:0 Y:100 K:42  
R:51 G:115 B:33



Walmart light green  
(or PANTONE® 368 C)  
C:57 M:0 Y:100 K:0  
R:97 G:191 B:26

## One word on color matching: PANTONE®

Color matching is crucial to the success of any print project. While visual differences in printing can't be eliminated completely, they can be minimized. Remember:

- The appearance of our brand colors will differ from spot-color to a four-color process
- There will be slight color variances when printing on different paper stocks
- Always minimize visual differences by matching to PANTONE® color swatches
- Ask the printer to adjust the four-color process formula to the paper (and other printing conditions)



# Color Ratio

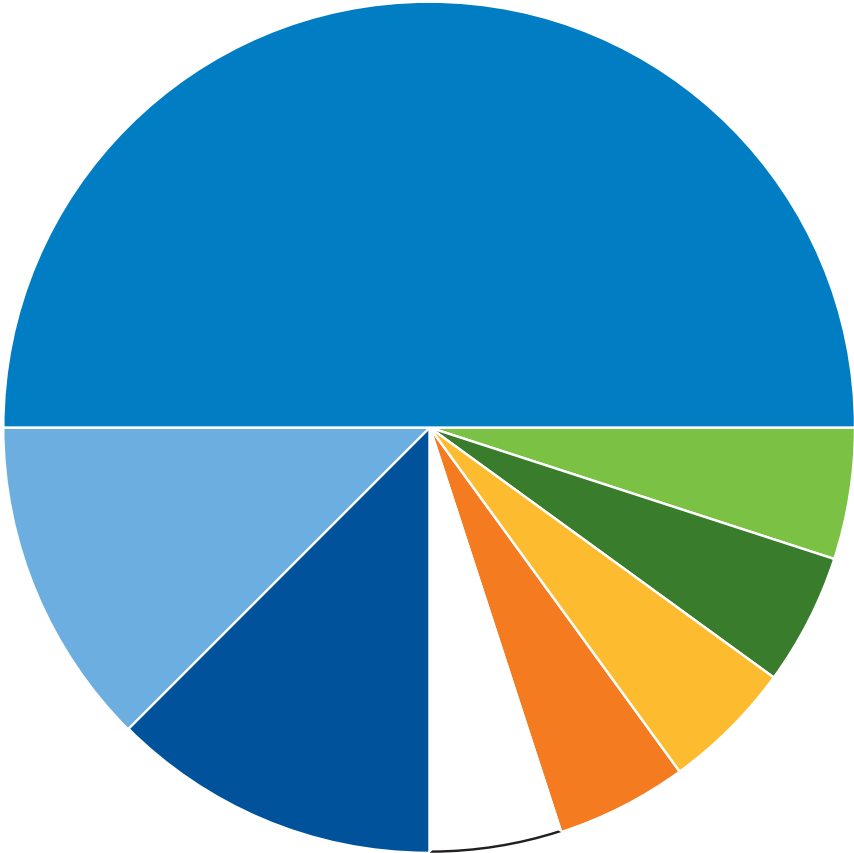
Use the pie chart below to guide you in balancing core and highlight colors in Walmart-branded materials.

### Color balance

- Use our core colors for a consistent platform that allows other design elements
- Case by case, color ratio depends on the individual application
- Use the ratio pie chart to the right to make sure you're balancing our colors correctly

### Additional color palettes

Additional colors not shown here have been chosen for a select variety of in-store usage, seasonal communications, and special initiatives. Watch for details at the Walmart Brand Center as we add information and address new ways to use our guidelines.





When used correctly, typography can convey image and feeling every bit as much — and sometimes more — than simple graphics. We've selected a type family that gives Walmart a friendly, warm, and real voice: Myriad Pro.

**Qualities of Myriad Pro**  
Myriad Pro says "approachable" and

"straightforward" and is easy to read. (You're reading it now. Nice, isn't it?)

A humanistic sans-serif typeface, Myriad Pro's great for retailing and communicating "low prices." Compared to similar typefaces, Myriad Pro is an easier read, conveys warmth, and aligns nicely with the Walmart brand.

# Myriad Pro

- Myriad Pro is our primary typeface
- Myriad Pro should be used in all communication materials
- Use type size and weight to establish a clear hierarchy of information
- Do not substitute any other typeface for Myriad Pro

## For desktop

Use Arial for desktop applications in a nongraphic artwork environment such as Microsoft Word and PowerPoint. Use Myriad Pro for graphics, buttons and banners in Web portals, microsites, and other desktop-based environments.

## Myriad Pro

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

To purchase our authorized fonts, go to:  
[adobe.com/type/browser/P/P\\_1706.html](https://adobe.com/type/browser/P/P_1706.html)

# Typographic Style

An easy way to add personality to all communications is through the use of typography. Use typeface, type size, and type weight wisely to establish a clear hierarchy of information. You'll be amazed at the results you can get.

The chart below demonstrates a range of weights of Myriad Pro that may be applied to Walmart-branded materials. Type selections should always be:

- Relevant to the particular mood or emotion desired
- Supportive of selected brand or product imagery

123  
abc  
ABC

## Myriad Pro Light

Myriad Pro Light is approachable and human. Use of this lighter weight is also appropriate when a more fashion-forward or “feminine” voice is needed.

It also works really well on large headers in print applications and can often add an air of formality to copy in, for example, tribute ads.

123  
abc  
ABC

## Myriad Pro Regular

Myriad Pro Regular is a friendly, functional sans serif typeface that works well across all media and applications.

It's effective when used with large amounts of text reversed out to white or with solids and imagery.

123  
abc  
ABC

## Myriad Pro Bold

Myriad Pro Bold is ideal for headlines and subheads. It also adds “oomph” when you need to place special emphasis on a particular word.

Myriad Pro Bold also works well when a more basic and practical voice is needed, such as in signage for departments like TLE, Tire and Lube Express.

123  
abc  
ABC

## Myriad Pro Italic

Myriad Pro Italic is used much less often than its siblings Myriad Pro Light, Regular, and Bold. Use Myriad Pro Italic when referring to book, movie, or music titles, to add a more subtle emphasis than would be achieved with Myriad Pro Bold, and with great care for any other

use. It's a workable alternative for instances where a script font might be desired. It also can impart a more “feminine” feel than Bold or Regular, similar to Myriad Pro Light.

# Using Type Effectively

Think of the most powerful brands you know. Now think of how identifiable their typography and branding elements are. On a billboard? Glimpsed through the corner of your eye on someone's desk? Seen on a sign as you walk past a display at your local Walmart? We see the brands even before we read the message.

Sticking to the approved families of Myriad Pro exclusively gives us, over time, ownership of the look and feel the typeface contributes to our branding efforts.

Developing creative for Walmart? Whether you're a graphic designer or working with one, using Myriad Pro

is the hallmark of a true brand champion. Download the approved Walmart core typeface at: [http://www.adobe.com/type/browser/P/P\\_1706.html](http://www.adobe.com/type/browser/P/P_1706.html)

Not working on a graphic (e.g., buttons and banners)? Please use Arial for non-graphic desktop applications.

## Dos and Don'ts of typeface usage:

- **Do** always set type in a combination of uppercase and lowercase
- **Do** use only approved colors, or colors that are easily read in type
- **Do** use only the approved Walmart typefaces
- **Do** avoid using all uppercase; we don't want to shout
- **Don't** use special effects, such as drop shadow, that compromise legibility
- **Don't** change kerning (space between letters) when setting headlines or body copy
- **Don't** distort the typefaces (e.g., expand, condense, or modify the letterforms)
- **Don't** substitute other typefaces

## Please adhere closely to these guidelines when using the Myriad Pro typeface.

Note: Some natural distortion of type is inevitable when used in a photo or illustration. All the same, please maintain the overall integrity of the typeface – always.

### Preferred casing

Uppercase and lowercase styling in headlines and call outs support our brand warmth and friendliness. Please do not use Myriad in all uppercase. It's a form of shouting on both paper and screen.

Always be consistent in the typographic style you use for a particular Walmart service or business unit. It's the best way to create, over time, a distinctive and recognizable voice for Walmart.

HEADLINE GOES HERE

Headline goes here.

SAVING PEOPLE MONEY SO  
THEY CAN LIVE BETTER

Saving people money so  
they can live better

# Applying the Full Spark Graphic



## Applying the Full Spark Graphic

Want to draw attention to a really bright idea? Place a spark in front of it. A little "oomph" at the end of a smart statement? Spark.

The spark is our graphical shorthand for "Hey, here's

something pretty smart. Think about it."

It should always be shown in Walmart yellow, Pantone 1235. Be sure to size it appropriately for your layout and medium, and center it on the copy baseline.

# Spark in Color

## What color should the spark be?

Our primary, authorized Walmart yellow (PANTONE® 1235 C) spark is preferred.

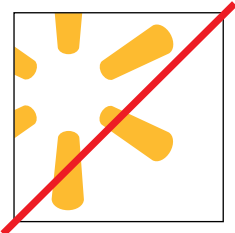
Brand approval is required if you need to use a different spark color other than PANTONE® 1235 C.



Walmart yellow  
(or PANTONE® 1235 C)  
C:0 M:29 Y:91 K:0  
R:253 G:187 B:48



## Do not crop the spark



The colors shown here and throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

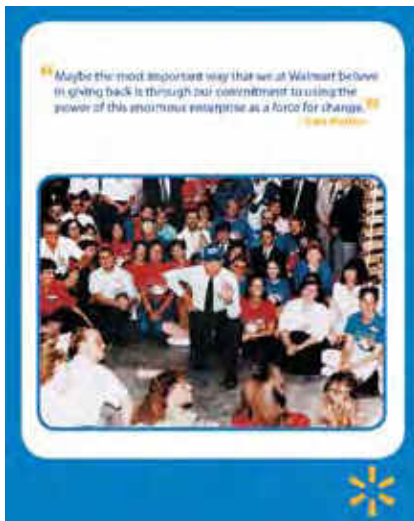
# The Full Spark in Action

Here are just a few of the ways you might use the full spark to emphasize something smart.

## TV screen



## Corporate signage



## Store signage





# Applying the Half-Spark Graphic



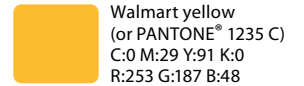
The half-spark denotes bright ideas. It appears just above a line of copy, a product, or a person to convey inspiration. Be careful not to overuse the half-spark graphic (it's easy to do this. We've been there.) Like anything, overuse it and it loses its uniqueness.

# Half-Spark in Color

## What color should the spark be?

Our primary, authorized Walmart yellow (PANTONE® 1235 C) spark is preferred.

Brand approval is required if you need to use a different spark color other than PANTONE® 1235 C.

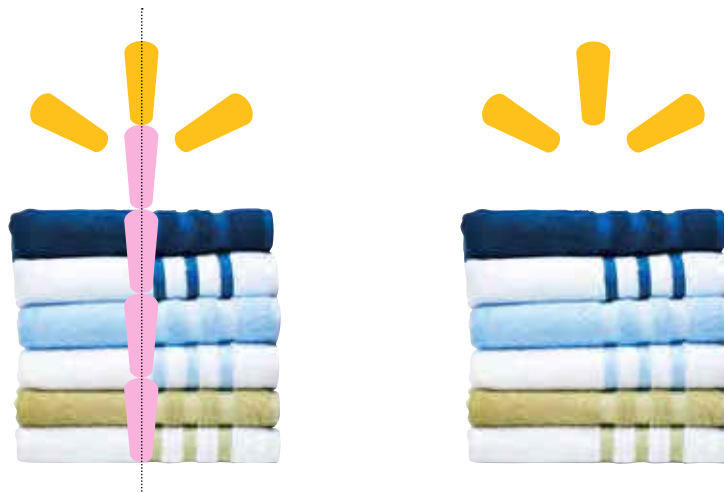


## Applying the Half-Spark Graphic: Inspired Products

When applying the half-spark graphic to denote smart product selections, it's important to do so correctly and consistently. Follow the guides below.

### How to lock up half-spark to product

- The size of the half-spark should match the size of the straight spoke taking up 1/3 the height of the product.
- The distance between the half-spark and the product is the height of one spoke, measured from the bottom of the middle spoke to the top of the product.
- When locked up to products, the spark should be visually centered horizontally and always be perpendicular, not at an angle.



### Examples

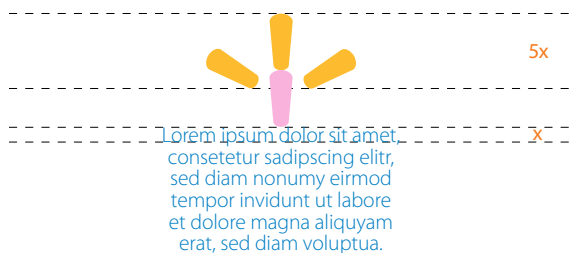


# Applying the Half-Spark Graphic: Inspiring Ideas

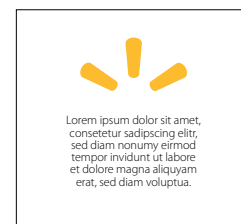
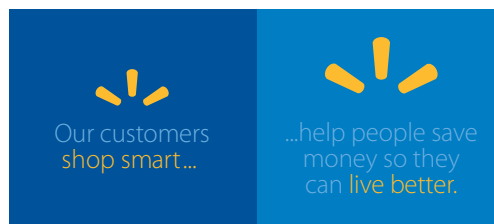
The half-spark graphic can be used with text to communicate smart ideas. Different type sizes and number of lines call for different proportional relationships with the spark.

## How to lock up half-spark to ideas

- For 1-2 liners, the height of the half-spark should be two times the cap height of the type.
- For 3 to 5 liners, the half-spark should be three times the cap height of the type.
- For 5 lines and more, the half-spark should be 5 times the cap height of the type.
- The distance between the half-spark and the copy should be the height of one spoke, measured from the bottom of the middle spoke to the cap height of the type.



## Examples



# Applying the Half-Spark Graphic: Inspired People

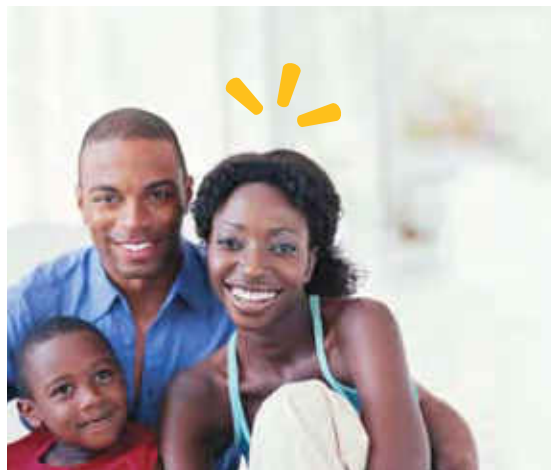
The half-spark graphic can be used to illustrate the idea of smart customers and inspired associates. In order to maintain consistency in the way this graphic is used, please follow the instructions on the following pages.

## Silhouetted figures



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## Lifestyle imagery

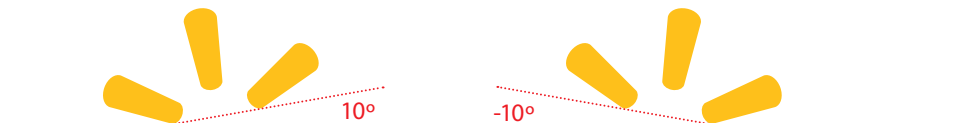


# Applying the Half-Spark Graphic: Inspired People (continued)

When locking up the half-spark to a person, special care has to be taken for it to look appropriately proportioned and positioned.

## Half-spark

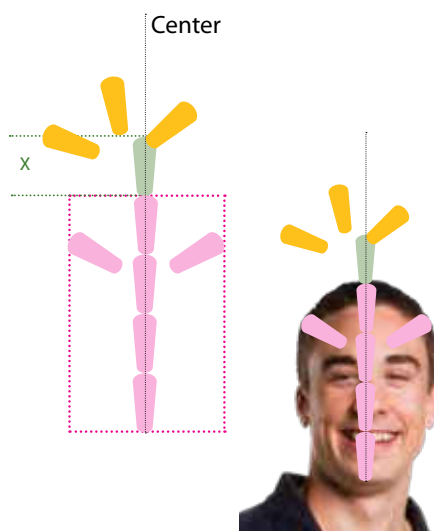
To avoid looking like a person is wearing a crown, the spark should be angled as shown.



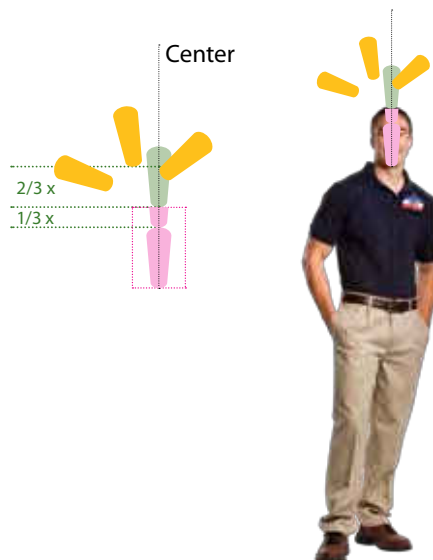
## Half-spark proportion

- To measure the appropriate size of a half-spark for close up images, measure the rough height of the person's face. 4 middle spokes should fit right on top of each other. For a full figure image, 1-1/3 spokes should fit.
- When positioning the half-spark, align the inner end of the raised (angled) spoke to the center line.
- For close-ups, there should be a distance of a spoke away from top of the head to the bottom of the middle spoke. For full body images, the distance should be 2/3 of a spoke measured to the bottom of the middle spoke.

Close-ups



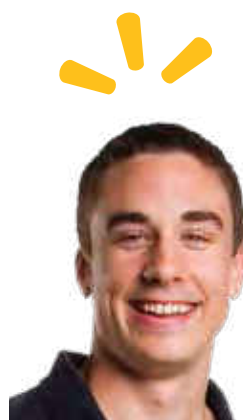
Full Body



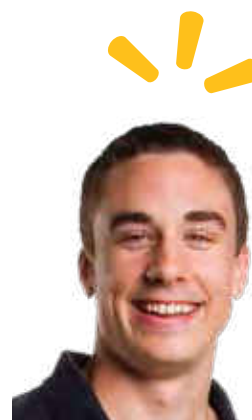
## Half-spark direction

The half-spark can be placed on either side of the center line. Use the angle that works best for the image being used.

Left side



Right side



# Applying the Half-Spark Graphic: Inspired People (continued)

Here are some images with and without the proportion measurements, for your reference. Take note that the half-spark should just be used on one figure in any given composition.

## Examples (continued)

Half-spark on images with measurement



Half-spark on images

