

Walmart 



The  
Brand  
Guide

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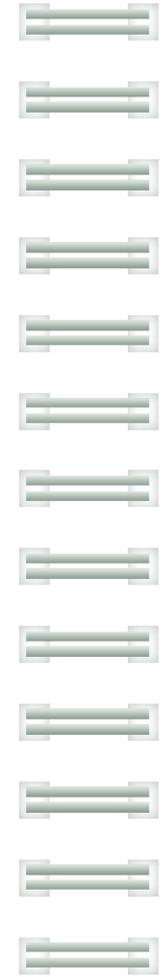
# Our Purpose

Sam said it best.

“The feeling our customers have when they leave our stores determines how soon they’ll be back.”



The same applies to our brand. Walmart is the friendly neighborhood store customers have come to trust and depend on. By creating consistent images that welcome and appeal, we ensure that customers will come back – again and again.



# Introduction to Our Customer



## We serve everyone.

Our customers are not defined by demographics, but by their desire for value. And they depend on us to deliver that value to them, every day. They want to save money on life's essentials, as well as on the things that make life special. What's most important to them is convenience and low prices on quality products. Which makes that important to us as well.

Our Company's Inspiration

“If we work together, we’ll lower the cost of living for everyone...we’ll give the world an opportunity to see what it’s like to save and have a better life.”

—Sam Walton



Our Company's Purpose

**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.

It’s the way we seek to positively influence society broadly and our customers, communities, and stakeholders personally..



### Our Positioning

We help our shoppers live better because we deliver low prices on the brands they trust, in an easy, fast, one-stop shopping experience.



### Our brand character

Servant leadership is our core character. Sam Walton committed the company's strengths to helping lower the cost of living for our customers.

### Our Brand Personality Traits

It's our job to make sure that all of our communications are consistent with the following brand personality traits. Our brand personality traits describe how we want our customers to perceive our company.



### Trait No. 1

# 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.

Trait No. 2

# Authentic

We're everyday people like our customers. Genuine. Human. And authentic.



Trait No. 3

# Innovative

We're forward-thinking and inventive to make our customers' lives better by improving their shopping experience.



Trait No. 4

# Straightforward



We're upfront with our customers, suppliers, and fellow associates. No hidden agendas, no ulterior motives.



Trait No. 5

# Optimistic

More than just pleasant, we're optimistic. Our optimism is grounded in our belief we can achieve our purpose of saving people money so they can live better. We look at problems as opportunities and see setbacks as learning experiences. Because we're optimistic, we believe in and help our customers achieve their dreams of a better life. Our optimism is contagious, motivating suppliers and building customer confidence.



## Our Customer Strategy

We're successful because we are committed to deliver.





# Our Core Identity

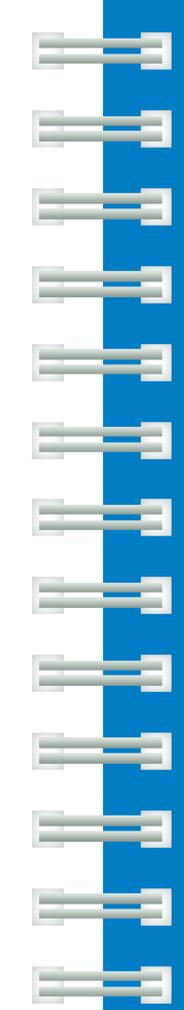




# Our Core Identity

## A comprehensive visual system

We've created a complete set of design guidelines to ensure consistency over just about every instance of customer contact. The core design elements are the essential visual elements of our brand – our logo, color palette, typography, imagery, and graphics.





# Walmart





# Our Signature



**Our signature has a unique logotype and is based on the Myriad typeface.**

### Signature elements

There are two different Walmart signatures, horizontal and vertical. The horizontal signature is preferred; use it whenever possible. Don't separate or rearrange the logotype and symbol.

**Our symbol is a spark of inspiration and smart shopping that helps customers live better.**

### The spark

The spark appears most often as part of the lockup for the Walmart logo, however the spark can be used alone on certain occasions. The legal mark should be (R). Learn more: See page 82.



# Stacked Logo and Tagline



1"

### Minimum logo size

Never reproduce the logo/tagline lockup smaller than 1" wide, measured from "W" to the period at the end of the tagline.

### Clear space

- Maintain clear space around the logo to protect the logo from distracting graphics or typography.
- Measure clear space by the height of the "r" in Walmart for vertical space, and the width of the "r" for horizontal.
- Never allow typography or other elements to "invade" the logo.
- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol.
- Use only authorized artwork from [walmartbrandcenter.com/look\\_logos.aspx](http://walmartbrandcenter.com/look_logos.aspx)

# Signature and Symbol Specifications

Consistency is powerful when it comes to our logo.



Minimum Size



## Clear space

- Maintain clear space around the 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.
- Never redraw or alter the logo, including the placement and size relationship of its letter or spark symbol.
- Use only authorized artwork from [walmartbrandcenter.com/look\\_logos.aspx](http://walmartbrandcenter.com/look_logos.aspx)

## Minimum size

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

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

... smaller than 1/2" wide, measured from the "W" to the right side edge of the "t."

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

## Using the Logo with the Tagline



3/4"

### Minimum logo size

Never reproduce the logo/tagline lockup smaller than 3/4" wide, measured from "W" to the right side edge of the "t" in Walmart.

Never use the tagline alone or linked to a product or service. Keep the lockup intact, and use only authorized, original art. Don't alter the tagline.

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

### Tagline clear space

- Maintain clear space around the signature. 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.
- Should not be less than 7pt.
- If you need to go smaller, drop the tagline.



# Logo Specifications

## Alternative color backgrounds

- Use medium blue (PANTONE® 285 C) for a blue background, and reverse out the logo
- If the logo is used on a color background that is an equal value or brighter than PANTONE® 285C, reverse the logo out to white
- Two other blues (PANTONE® 287 C and PANTONE® 284 C) are acceptable if necessary, though NOT preferred. Use them in restricted instances, such as in materials for services



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 color

If the logo is on a white background, use medium blue (PANTONE® 285 C).

## One-color logo

For a one color logo, use medium blue (PANTONE® 285 C). On a blue background, reverse out.

## Black and white logo

- If you can't use color:
- Produce our logo in black
  - If the background is black, please reverse out

# Using Color and the Logo with the Tagline



For color use of the logo with tagline lockup, follow the same guidelines as those for the signature used without the tagline. See pages 34 & 35.

Logo with tagline color

One-color application

Black and white application

Using the logo and tagline on a color background



# Using the Logo with Retail Service Names

Locked-up type treatments are used with services to establish an identity consistent with the Walmart brand.

**Need a service type treatment lockup?**

**Contact Brand Center Help at [BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)**

**Standard stacked**

**Standard stacked with a service title**

**Horizontal**



# Examples of Walmart Service Type Treatments

Be sure the relationship of the service to the Walmart logo is consistent, whether on lab coats, uniforms, or patches.

**To find authorized, original artwork for Walmart service type treatments, go to: [walmartbrandcenter.com](http://walmartbrandcenter.com)**

**Service type treatments**

**Service type treatments with titles**



# Using the Logo with Internal Department Names

Locked-up type treatments help departments establish an identity consistent with the Walmart brand. **These are the only options.**

**Need a department type treatment lockup?  
Contact Brand Center Help at  
BRANDCEN86@wal-mart.com.**



Standard stacked



Horizontal



# Examples of Department Type Treatments

To find authorized, original artwork for your department, go to [walmartbrandcenter.com](http://walmartbrandcenter.com)

**For departmental only**

These are the treatments for internal only.

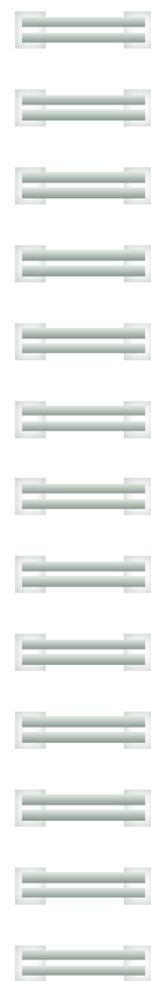


# Using the Logo with Multi-line Department Names

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

### Department line length

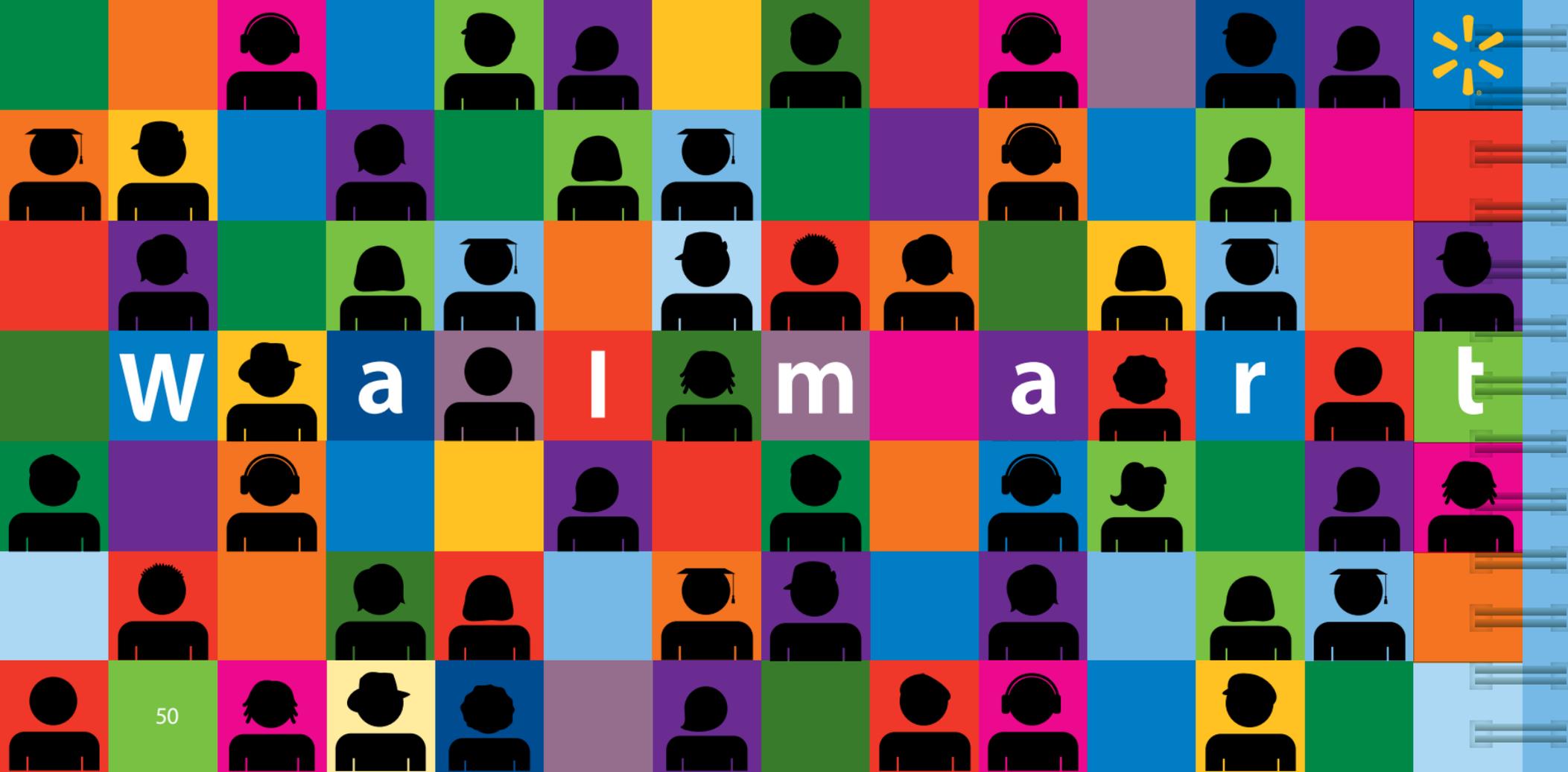
Department names should not exceed 8 times the height (x) of the Walmart logo. In cases where the names are long, the character count should not be more than 15, give or take.



## Examples of Multi-line Department Names

To find authorized, original artwork for your department, go to: [walmartbrandcenter.com](http://walmartbrandcenter.com)





# Our Color Palette

# Our Primary Color Palette

## Why blue?

It suggests authority, dignity, security, stability, heritage, and trust. Blue also communicates image attributes such as “friendly,” “approachable,” “reliable,” and “trustworthy.” Darker blues convey “tradition” and “quality,” while brighter blues are used to convey “innovation” and “technology.” Blue can also signal “fresh” and combines well with other colors (green, orange, yellow).



## Our core colors

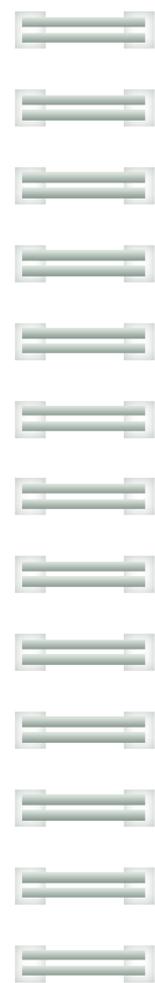
- With rare exception, use only authorized Walmart medium blue (PANTONE® 285 C) for the logo.
- Please emphasize the use of Walmart medium blue (PANTONE® 285 C) and Walmart light blue (PANTONE® 284 C) for full fields of color in marketing communications.

## Color matching: PANTONE®

- 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)

## Our highlight colors

Use highlight colors in combination with our core colors. These colors add depth, but use them sparingly.



## Color Ratio

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

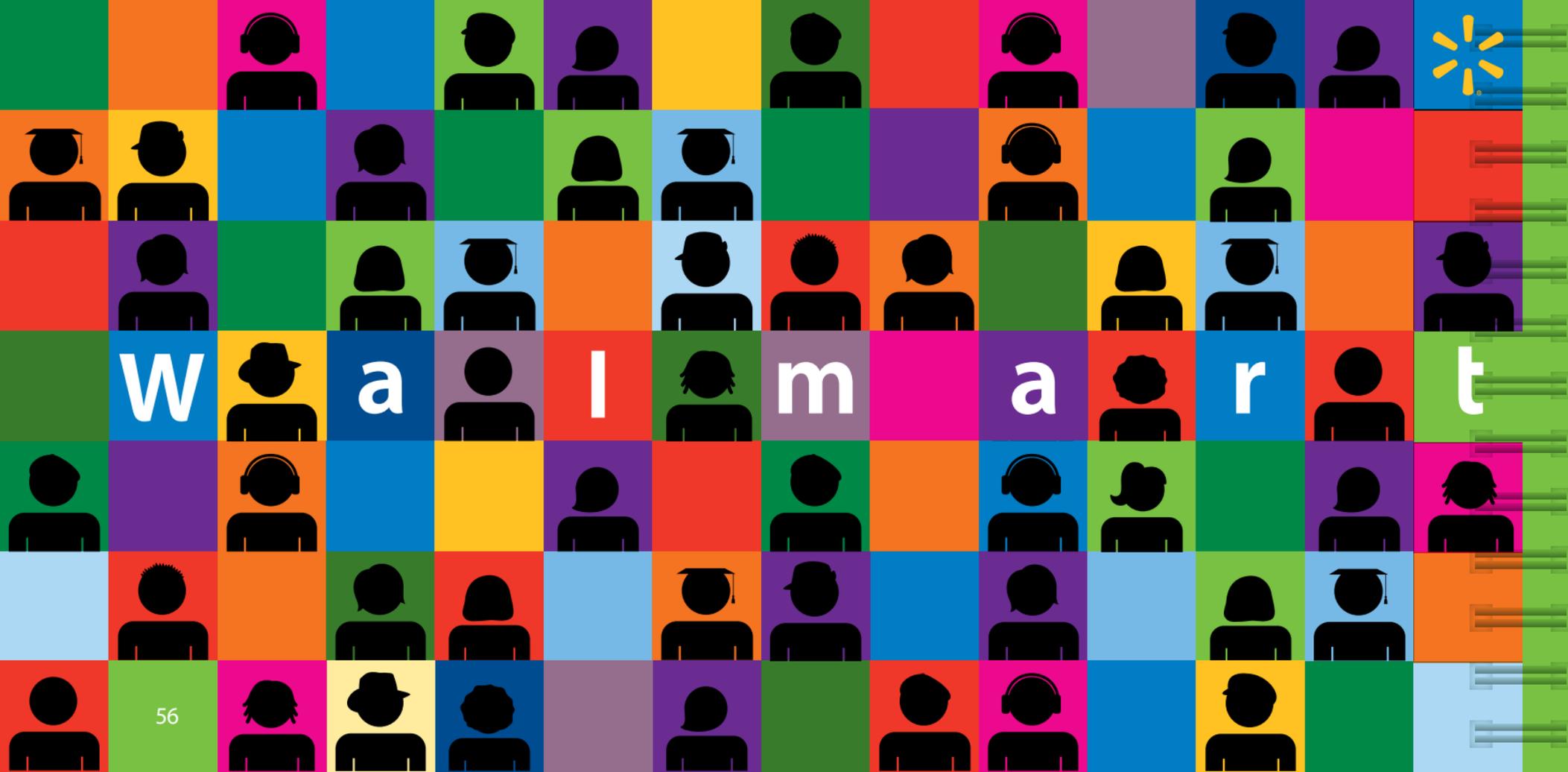
### Color balance

- Use our core colors for a consistent platform that allows other design elements.
- Color ratio depends on the individual application.
- Use the ratio pie chart to the left to make sure you're balancing our colors correctly.

### Additional color palettes

Watch for details at the Walmart Brand Center as we add information and new guidelines.





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# Our Typography

v



Myriad Pro

Myriad *Myriad Pro*

Pro Myriad Pro

**We've selected a type family that gives Walmart a friendly, warm, and real voice: Myriad Pro.**

- Myriad Pro is our primary typeface used in all communication materials
- Use type size and weight to establish a clear hierarchy of information
- Don't substitute any other typeface unless you're using Arial for corporate communication
- Printed items being distributed, use Myriad Pro
- In case your computer does not have Myriad Pro please use Arial for internal presentations

*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 Elements

### Qualities of Myriad Pro

Myriad Pro says "approachable" and "straightforward" and is easy to read. A humanistic sans-serif typeface, Myriad Pro's great for retailing and communicating "low prices."

### Preferred casing

Uppercase and lowercase styling in headlines and call outs support our brand warmth and friendliness.

# Typographic Style

Use typeface, type size, and type weight wisely to establish a clear hierarchy of information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 abcdefghijklmnopqrstuvwxyz**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789 abcdefghijklmnopqrstuvwxyz*

### Myriad Pro Light

Myriad Pro Light is appropriate when a more fashion-forward or "feminine" voice is needed.

### Myriad Pro Regular

Myriad Pro Regular works well across all media and applications. It's effective when used with large amounts of text reversed out to white.

### Myriad Pro Bold

Myriad Pro Bold is ideal for headlines and subheads. Myriad Pro Bold also works well in signage for departments like TLE, Tire and Lube Express.

### Myriad Pro Italic

Myriad Pro Italic is used when referring to book, movie, or music titles. It's a workable alternative for instances where a script font might be desired.



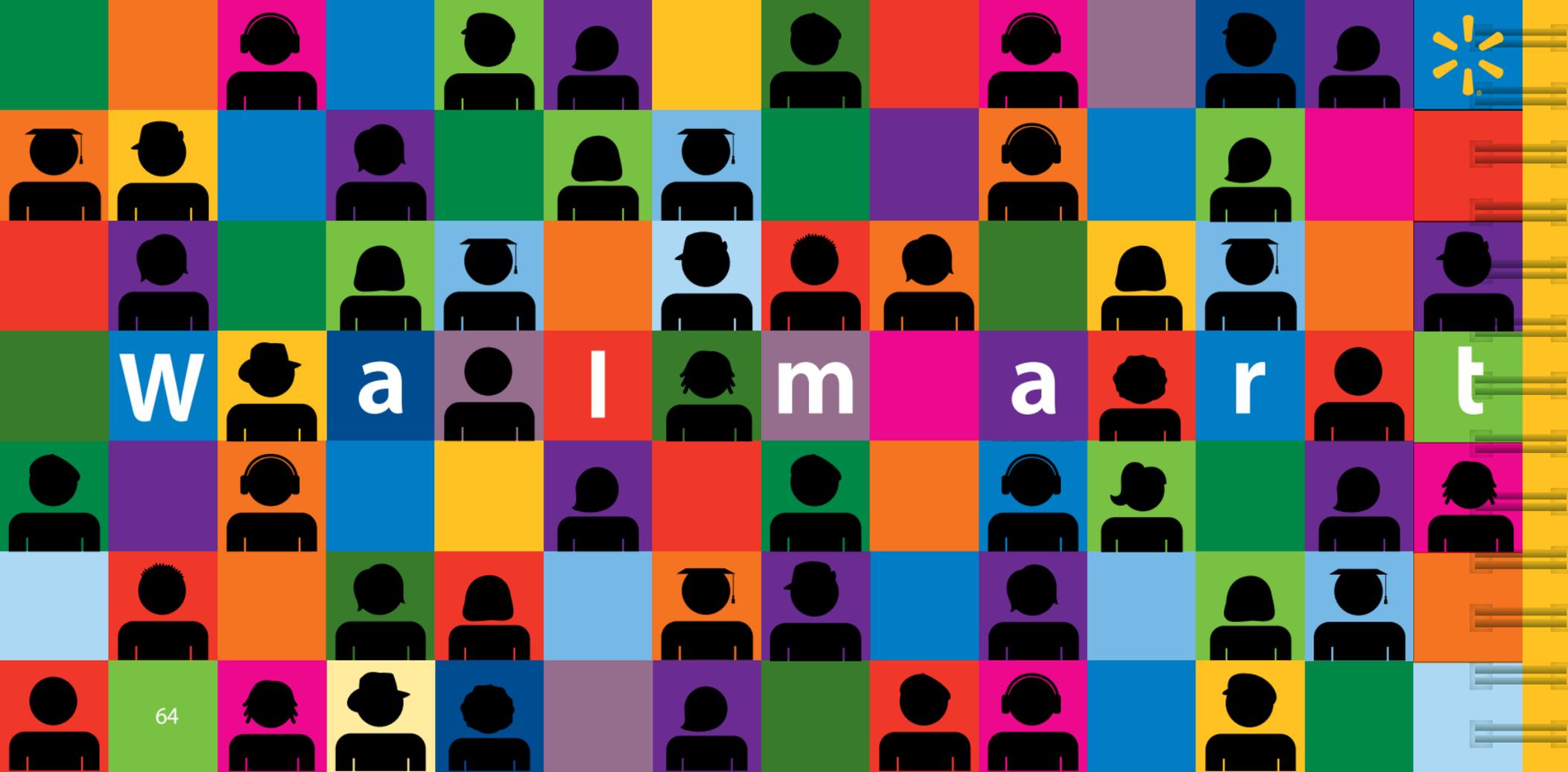
# Using Type Effectively

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.

## Dos and Don'ts of typeface usage:

- **Do** use a combination of uppercase and lowercase
- **Do** use only approved colors
- **Do** use only the approved Walmart typefaces
- **Do** align text in body copy flush left and ragged right
- **Do** avoid using all uppercase
  
- **Don't** place type in a hard-to-read format
- **Don't** use special effects to emphasize type
- **Don't** change kerning when setting headlines or copy
- **Don't** distort the typefaces
- **Don't** substitute other typefaces unless you're using Arial font for corporate communication

*Developing creative for Walmart? Download the approved Walmart core typeface at: [adobe.com/type/browser/P/P\\_1706.html](http://adobe.com/type/browser/P/P_1706.html)*



# Our Imagery

# Lifestyle

VI

## Our Recommended Imagery

### Select images that are:

- Natural; not posed or stylized
- High quality
- Showing positive emotional benefits
- Supporting the key personality traits of the brand: caring, authentic, innovative, straightforward, and optimistic
- Activity- and/or product-focused

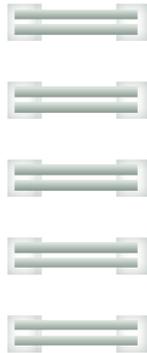
Re-use or duplication of any of the photographs on this page is prohibited without obtaining a rights clearance. These photographs are used to represent style and guidance and are not for use on actual Walmart projects, as FPOs, or in any other situation which would require reproduction.

[Click here for more information on our photography standards.](#)



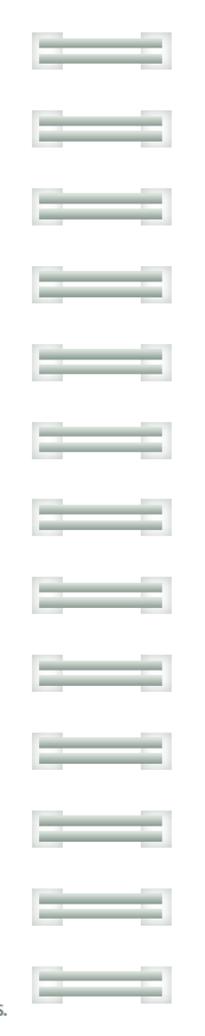


# Apparel



[Click here for more information on our photography standards.](#)

# Product



[Click here for more information on our photography standards.](#)





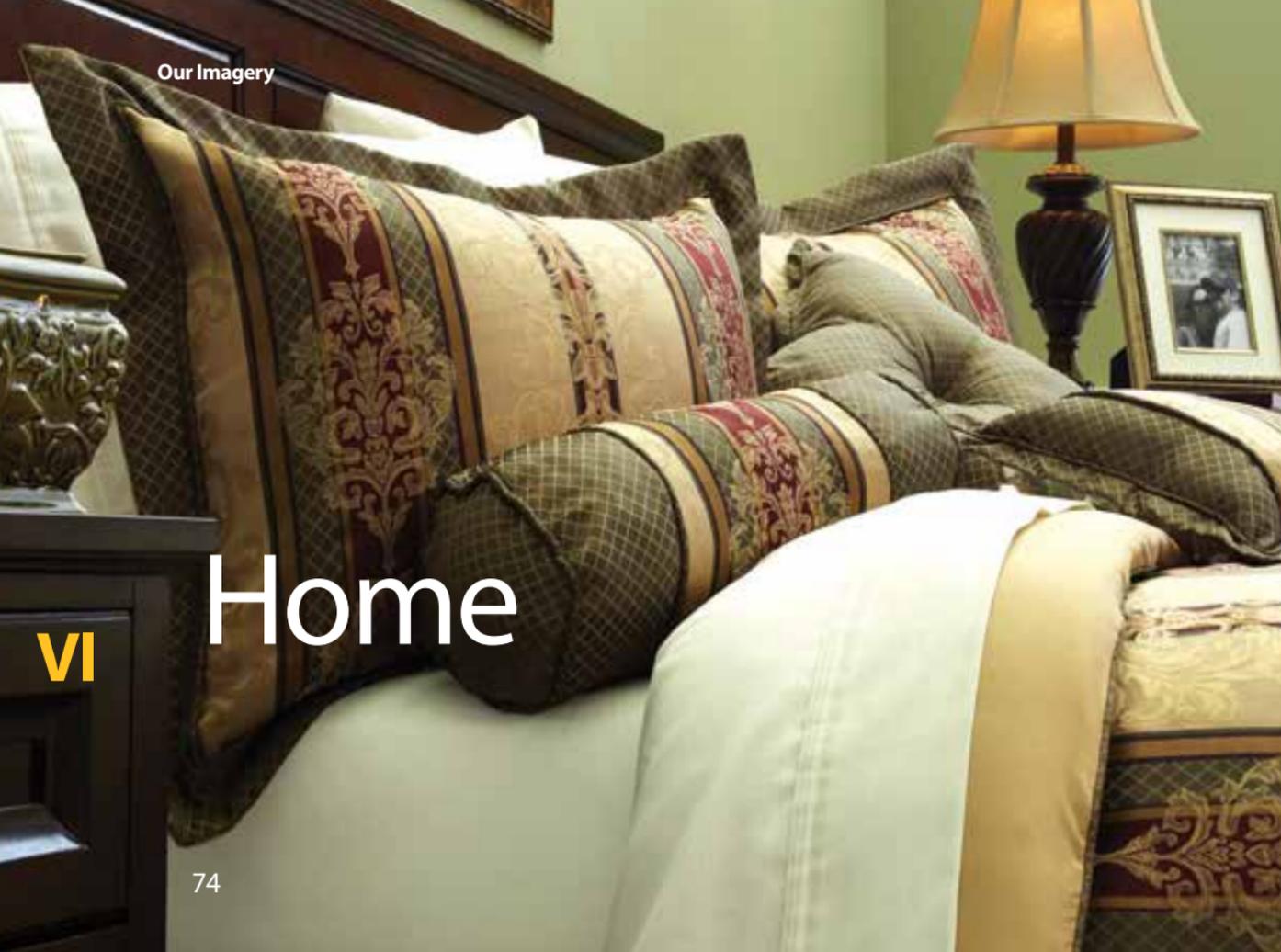
# Consumables



[Click here for more information on our photography standards.](#)



# Home



[Click here for more information on our photography standards.](#)





[Click here for more information on our photography standards.](#)



# Electronics





VI



# Food

[Click here for more information on our photography standards.](#)



VI



VI

# Grocery



[Click here for more information on our photography standards.](#)



VI

# Applying the Full Spark Graphic

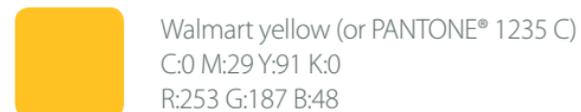
## Applying the Full Spark Graphic

Want to draw attention to a really bright idea? The spark is our graphical shorthand for “Hey, here’s something pretty smart. Think about it.”

Use it in one color only, or in white. Be sure to size it appropriately for your layout and medium, and center it on the copy baseline.

## Spark always stands vertically

It should always be shown in Walmart yellow, Pantone 1235.



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.



## Spark colors

The white spark can be included on a solid-colored background, but the use of brand colors is preferred. In select instances, other solid-colored backgrounds may be used, as long as the spark is able to maintain its contrast and integrity.

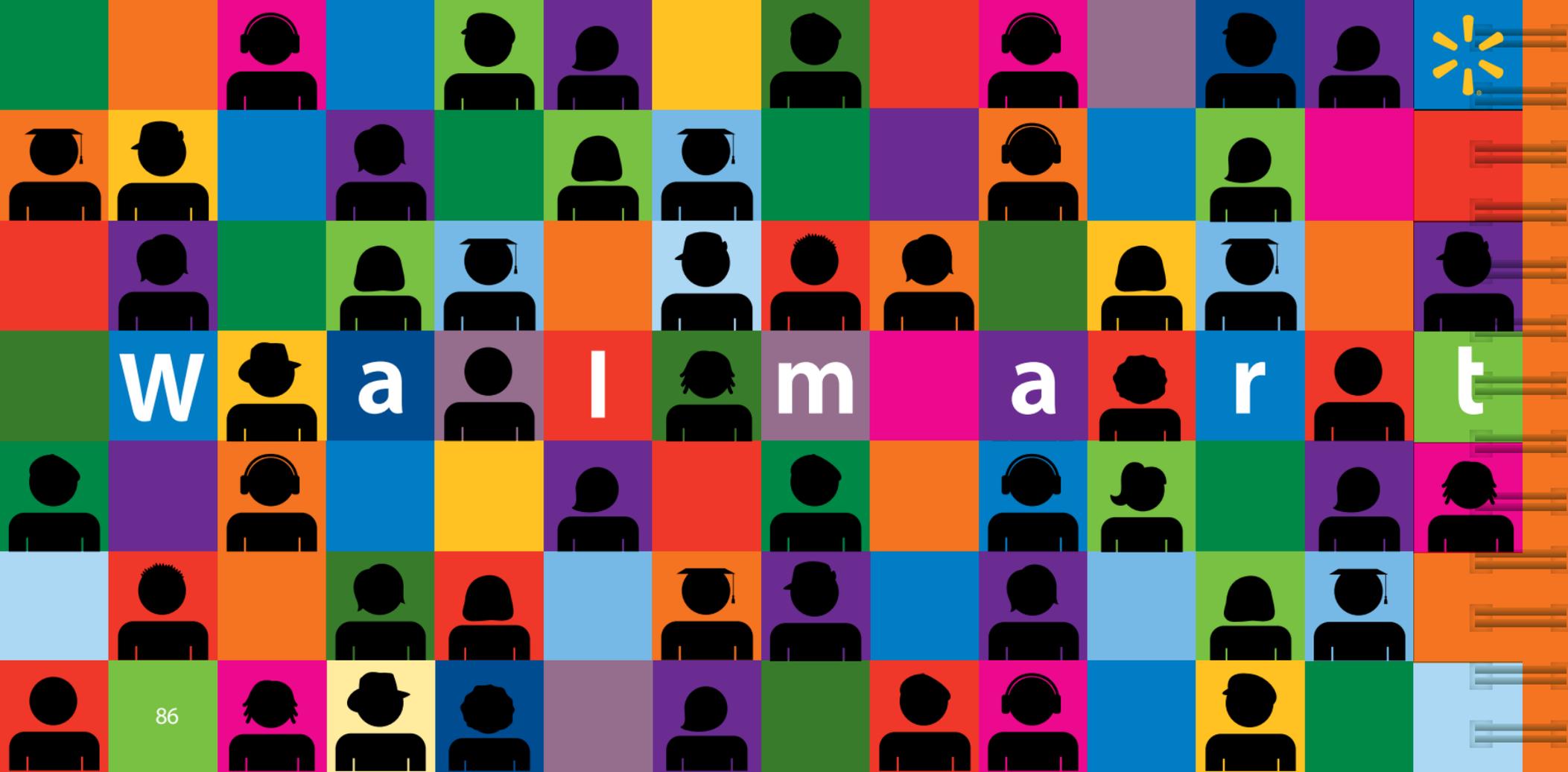
Use Walmart medium blue (PANTONE® 285 C) for all service type-treatment lockups.



# The Spark in Action

VI





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# Our Voice



# Our Tone and Voice

Through the language we use, our tone and voice lets the world experience our brand.



A Guide to Writing in Walmart Style

## Communicating in the Walmart Voice: The Role of Our Brand Personality Traits

Caring

Authentic

Innovative

Straightforward

Optimistic



# Caring

Trait No. 1

VII

Think of someone you care about. Now think how you would convey a message to them.

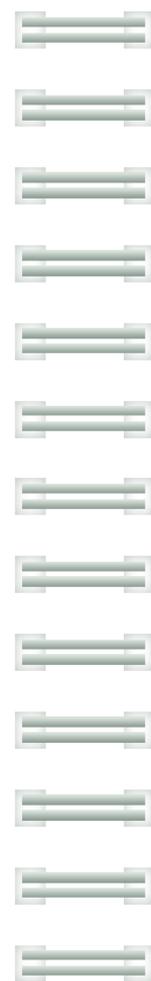
### How to be caring:

Write with empathy.

Know what you're talking about.

Offer tips or suggestions about how to use products and services.

Avoid uppercase letters and exclamation points.



We're all ordinary people serving people just like us. Think about how people speak. Use everyday words.

### How to be authentic:

Write conversationally.

Be friendly – but not phony – in your copy.

Use words that average people use and understand.

Use humor – appropriately.

Trait No. 2

# Authentic



VII



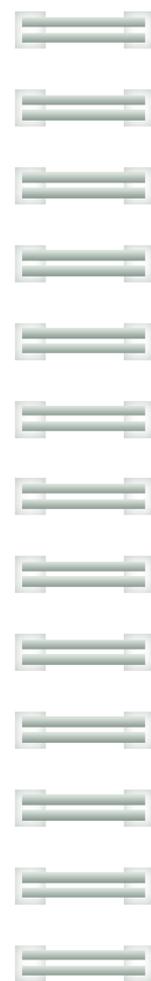
# Innovative

92 **Trait No. 3**

**If you're innovative, you're excited.  
You use words that paint pictures .  
"New" is a staple of your vocabulary.**

### How to be innovative:

- Explain clearly how the new product works.
- Share an idea about the uses and possibilities.
- Know the latest and the greatest vernacular.
- Share your enthusiasm.
- Show our customer using technology.



**Customers recognize the truth.  
Tell them the truth without a lot of fluff.**

### How to be straightforward:

- Be brief and be clear.
- Be honest.
- Use short sentences and paragraphs.
- Limit the use of metaphorical advertising.



**Trait No. 4**

# Straightforward

**VII**

Reassure customers that we have the solutions to the challenges they face.

**How to be optimistic:**

Use positive language vs. negative.

Use more “dos” than “don’ts.”

Talk about the benefits of our products and services.



Trait No. 5

# Optimistic

## The Basic Ingredients

The first 5 ingredients are basic to good copywriting in general, but need to be listed here to ensure that they’re implemented into any piece written in Walmart style. We call these the “5 Basic Ingredients.” Following these first 5 are the “9 Key Ingredients” that set our voice apart from the rest.





# The 9 Key Ingredients:

### 1. Don't shout.

We don't shout at our customers in person, so why do it in writing?

### 2. Be conversational.

A conversational tone sets us apart from other retailers. We often speak in fragments, so it's fine to use them in your writing. Use personal pronouns (i.e., we, you, our, your).

### 3. Use a gender neutral voice.

Read the message in your head with a female voice and then with a male voice. We're a company of both genders. The voice should reflect that.

### 4. Use contractions.

Make your copy sound more like how real people speak.

### 5. Use short sentences.

A staccato rhythm interspersed with longer (not run-on) sentences keeps an audience's interest. Again: Headlines will often be an exception, especially when adding you, your, our, we, etc. to make them more conversational.

### 6. Avoid "Marketingese" in your copy.

Read your copy out loud to yourself and ask "Would someone actually say this?"

### 7. Use a strong "call to action."

Use active verbs, but don't be overly demanding.

### 8. Use first person instead of third.

Say "We love to save you money," instead of "Walmart loves to save you money." It's not "Find everything you need at Walmart," but "We've got everything you need."

### 9. Use periods instead of commas for a series or sentence list.

Make sentences more easily digestible by using periods instead of commas. "Save money on snacks. Fruits and vegetables. Fish, poultry and beef. And much, much more."

Questions? We're here to help. Send what's on your mind to [BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com)

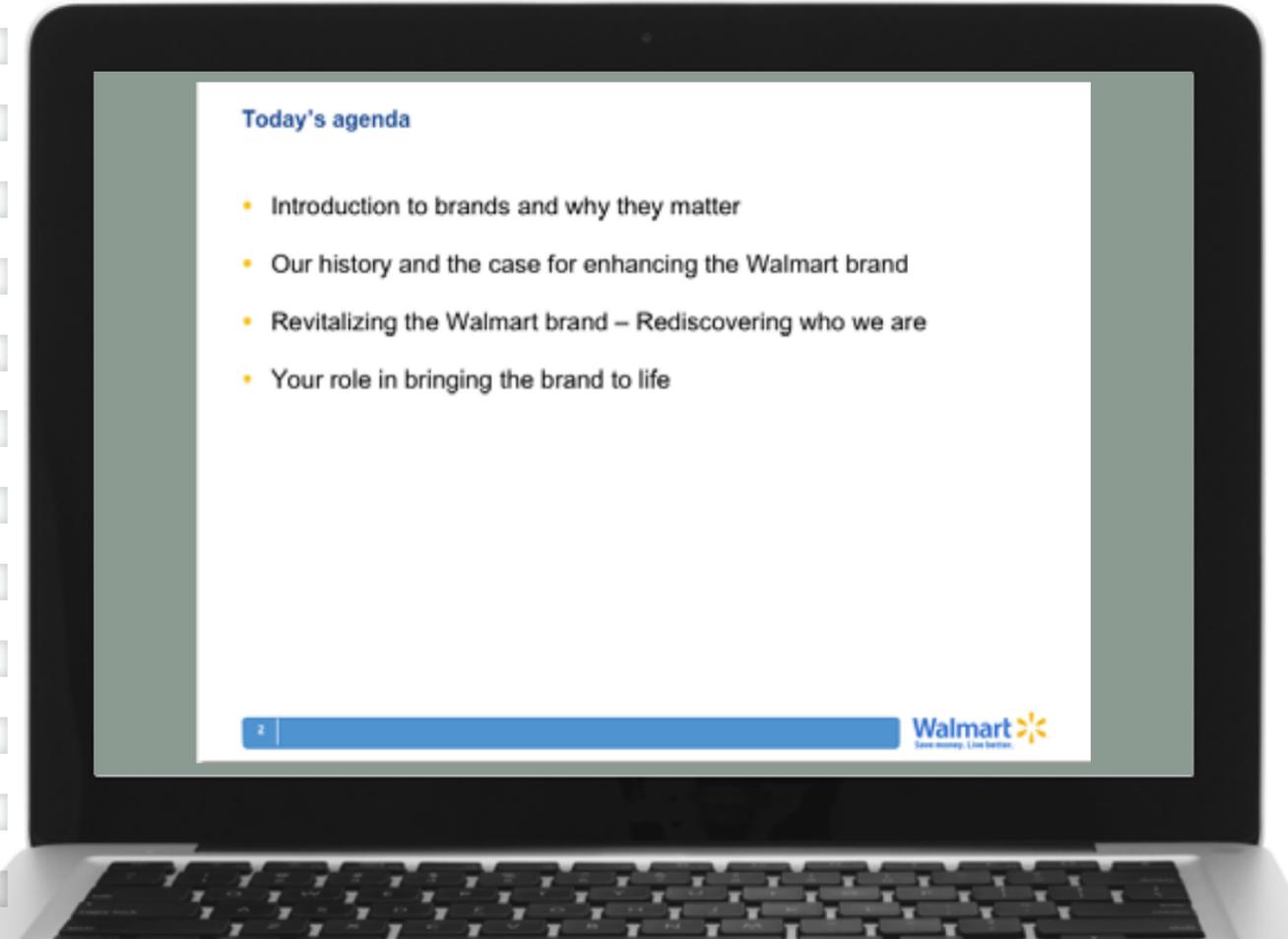
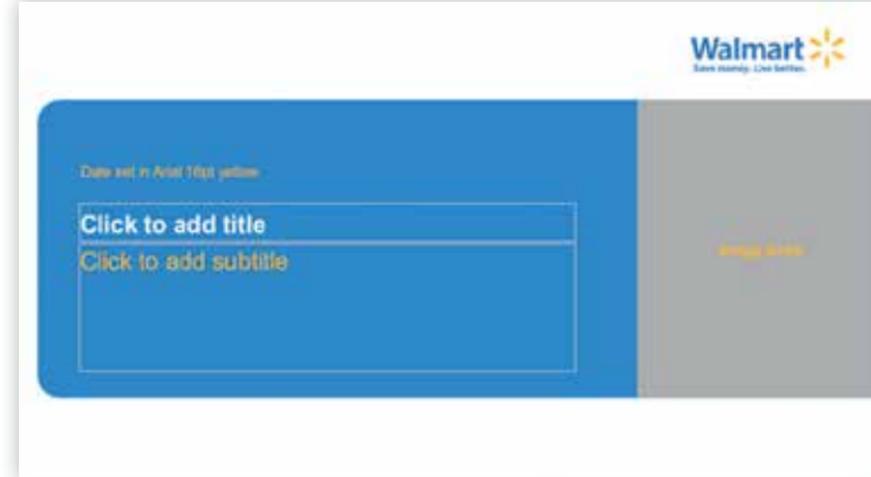




# PowerPoint Templates

Use only the approved Walmart PowerPoint template whether you're presenting internally or to suppliers or to trade groups — any time you're presenting in an official capacity for Walmart.

**Find two downloadable PowerPoint templates at [walmartbrandcenter.com](http://walmartbrandcenter.com)**



**Blue text on a white background**  
This is the preferred template.

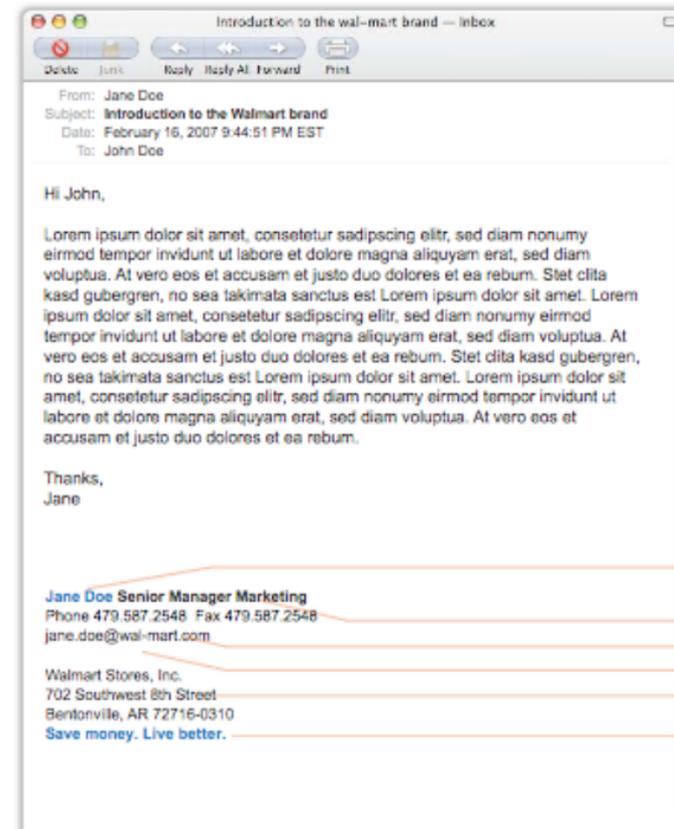
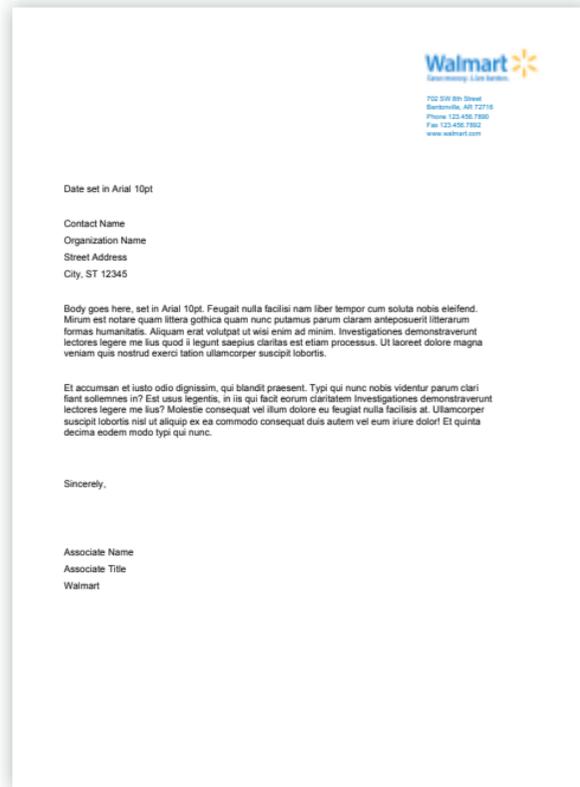
**White text on a blue background**  
Occasionally, especially in large format presentations, a “reversed-out” version of the PowerPoint is needed.



# Stationery

Use black and white and PANTONE® 285 C.

For authorized, original artwork for the approved stationery, go to: [walmartbrandcenter.com/look\\_stationery.aspx](http://walmartbrandcenter.com/look_stationery.aspx)



# Email Signature

Please follow the formatted sample below to create a signature that reflects our identity. When setting up your contact info, make sure to include your mailstop number (extended zip code) as it ensures a prompt mail delivery.

- Font: Arial, Size: 10pt
- Style: bold, Color: R: 26, G: 117, B: 207
- Style: bold, Color: black
- Style: regular, Color: black
- Space
- Style: regular, Color: black
- Style: bold, Color: R: 26, G: 117, B: 207



## Brand Summary

Now it's up to each of us to make sure we stay on brand. Following our new guidelines is key to brand consistency. Thanks in advance for your efforts and support of our brand and its integrity.

**For more information and to answer any questions about this guide or the Walmart Brand please contact: [BRANDCEN86@wal-mart.com](mailto:BRANDCEN86@wal-mart.com).**

