Associate Brand Visual Identity

February 2020

Walmart ☀

Helping associates love work and live better.

If you're looking for inspirational internal comms or engaging recruitment marketing, you're in the right place.

We have one brand – Walmart. This guide shows us how to interpret that brand for communications intended for current and potential associates.
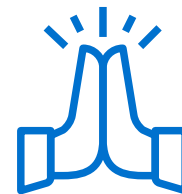
The Associate Brand:

Inspires us to
reach our potential

Energizes us to
do our best work

Humanizes
our journey

Unites us
as one team

Decisions, decisions.

When should I use the Associate Brand?

Helping associates love work and live better

Our audiences for this guide are current and potential associates, **not customers**. The Associate Brand should never be used to market products or convey customer-facing messages.
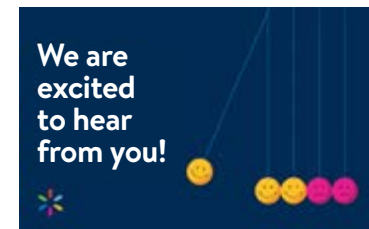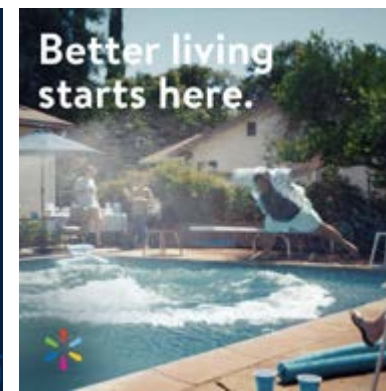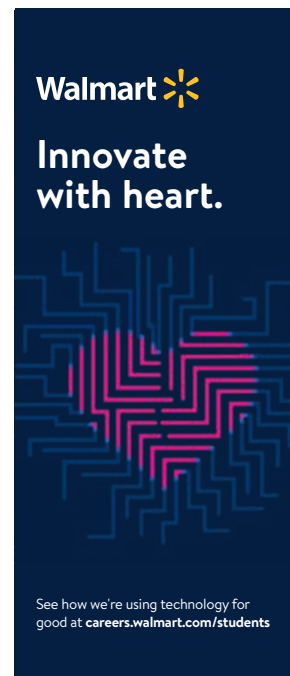
Which Spark logo should I use?

We're proud to call ourselves Walmart, and the full *Walmart logo* should be used when materials are outside of the Walmart context.

Our multi-colored *Associate Spark* symbolizes the vibrancy of people, culture, careers, and choices that are available at Walmart. It also provides a unifying logo when communicating to the entire family of brands (e.g. Total Rewards or the Walmart World channels).

The *This is That Place* campaign logo should be used sparingly. Save it for special moments in the associate journey (e.g. special recognition or Associates Week).

When to use the Associate Brand:

Walmart

Innovate with heart.

See how we're using technology for good at **careers.walmart.com/students**

Better living starts here.

We are excited to hear from you!

Dress With a Spark
Walmart LookBook

This isthat place

When not to use the Associate brand:
External marketing, non people-related communications, work instructions.

Contents

1.0 Voice & tone

This section defines messaging points
and language tips for capturing the spirit
of the Associate Brand.

General voice guidelines

Think of your favorite mentor who always has your back, gives you honest guidance, and wants to see you succeed.

They're professional yet relatable, helpful yet not micro-manage-y, and transparent but always constructive. This is the personality your messages should capture when creating internal People comms.

GENERAL GRAMMAR

While grammar may not be the most fun part about crafting communications, it can make or break the success of your message. (Think of the difference between "Never stop learning, stretching, and climbing." and "Never stop learning stretching and climbing.") But don't sweat it. Our brand follows pretty straightforward rules that won't take long to master.

Casing
Use sentence casing for:
• Headlines
• Subheads
• Calls to action (CTAs)

Punctuation
• Use the serial comma (the comma before the "&" in a list" red, white, & blue).
• Headlines and CTAs do not get end punctuation. Occasionally, a headline may end in a question mark or exclamation point.
• Subheads get end punctuation.

Numbers
• In headlines, use numerals, even at the beginning of a sentence.
• In subheads & running text, spell out numbers under 10. Use numerals for 10 & above.

Dashes & hyphens
• Do not include spaces before or after any dash or hyphen.
• Em dash (—): use to indicate spans or ranges in numbers, dates, or time.
• Hyphen (-): Hyphenate compound adjectives before a noun (but not after a verb).
  — "This applies to full-time employee" vs. "This applies if you work full time."
  — Hyphenate terms that end with "ready" (game-ready, holiday-ready).

Media
• Titles of media (books, movies, TV series, games, blogs, etc.) do not get any special treatment like italics, quotes, or bold.

Voice do's

The language used in the Associate Brand should bring energy and inspiration to our teams. We have a specific approach that captures our fresh, always-Walmart spirit.

OUR VOICE IS ALWAYS:

Human
(not chummy)

We strive to make authentic, meaningful connections with and among associates. Our language sounds like it comes from real people, not a robot or corporate boardroom. It considers what our audience is feeling, what matters to them in that moment, where they're coming from, and where they're going. Whenever possible, it's personalized to where they are in their journey.

KEEP PUSHING: Elect benefits, fill out form, and submit.
JUST RIGHT: **[First name], choose the benefits that benefit you most.**
WE NEVER SAY: Yo, talk about some sweet perks!

Vibrant
(not unrealistic)

One of the reasons we created the associate brand is to inspire associates to do their best. Therefore, our messages should bring energy and color to the everyday. Wherever we can, showcase what's positive, fun, and unique about the experience without trivializing or overselling.

KEEP PUSHING: One goal is being tracked this quarter.
JUST RIGHT: **Goal get 'em, [First name]! You're on track to meet your Q3 goal.**
WE NEVER SAY: Yowza! Keep this up and you'll be CEO by the time we hit Q3!

Helpful
(not patronizing)

Think of all the messages we receive on a daily basis. Why will your audience care about yours, and how will they know where it falls in their list of priorities? There's a fine line between being helpful and overcomplicating things. Present all the necessary info but not more than needed—and if we don't know something, it's okay to say that.

KEEP PUSHING: These are available to some associates.
JUST RIGHT: **[First name], preview your personalized suite of benefits.**
WE NEVER SAY: [First name] [Last name], did you know you are eligible for a plethora of benefits depending on your role and location?

Inclusive
(not insincere)

We strive to make every associate feel like they belong. The language we use helps to reinforce a sense of "we're all in this together," and our stories provide enough context that no one will wonder whether they're the intended audience.

KEEP PUSHING: These meetings are very important because we share key info that can help you succeed in your career. Please tell HR how you feel your experience went, and we'll see if there's anything we can improve next time.
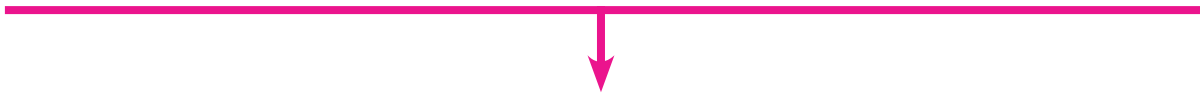**JUST RIGHT:** **Help make All Hands better! Take two minutes and share what you'd like to see next time.**
WE NEVER SAY: You're a hard-working associate and we care about your experience. That's why we want your super valuable feedback on this meeting.

Voice & tone:
the difference

The brand voice represents the overall brand personality and stays consistent. The tone, however, changes to reflect moments in time, is more nuanced, and meets associates where they are in their journey.

Walmart brand voice: human, vibrant, helpful, inclusive

Examples	Applying for a job	Performance evaluation
Feelings	Fear of wasting time Fear of getting lost in system Fear of rejection	Eager to succeed Fear of failure Trying to envision future
Tone	Reassuring Personal Explanatory	Motivational Transparent Guiding

Your tone might vary from message to message or touchpoint to touchpoint. And that's ok!

Generally though, your tone should fall within the ranges here. If your tone is falling more toward either extreme (e.g. a very serious announcement, or an invite to a local ugly sweater party), this may not be the right moment to use the associate brand.

Tone can also inform choices around grammar, such as using contractions to convey a more laidback attitude, or choosing periods over exclamation points to keep a message from sounding overzealous.

Formal

"We would like to inform you of a new health benefit available today."

Casual

"New perk, peeps!"

Matter-of-fact

"We are announcing a new health benefit today."
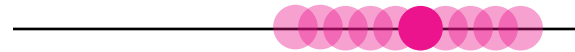
Enthusiastic

"Perk up! A new health benefit is here."

Respectful

"Your time is valuable—that's why we're introducing a benefit to help manage your health appointments."
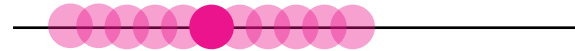
Irreverent

"Why is adulting so hard?! Here's a benefit that might help."

Serious

"Without your health, you have nothing. Use this benefit to manage your care."
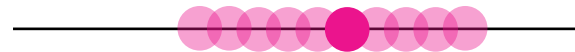
Funny

"No flu for you! This new benefit will help keep you healthy."

2.0 Design

This section details our brand assets and provides guidance on how to use them in layout.

Creative principles

The following principles
guide all creative for
The Associate Brand.

Inclusive

With over 2 million associates around the world, our priority is always inclusion. Regardless of different styles, experiences, ideas, or opinions, it's critical that every associate who works at Walmart in any capacity feels valued, supported, and championed in their work.

**Unexpected
& fresh**

Our look and tone represent new territory for Walmart – a modern, illustration-driven look that brings energy to associates across the company. The lively expression should feel different from what Walmart has done before. If it feels familiar, give it another look.

**Expressive
& energetic**

We are at the forefront of major changes in our industry, and our branding captures the palpable momentum and renewed energy at Walmart. If it starts to feel tired, it's time to re-think it.

Design:
2.1 Core Brand Assets

Walmart logo

The full Walmart logo represents our brand. We're proud to call ourselves Walmart, and the full logo should be used when materials are outside of the Walmart context.

For example, the Associate Spark and other Associate Brand assets may be used for recruitment at a career fair. However, we should still prominently display the full Walmart logo. This ensures brand recognition for potential associates who may not yet be familiar with the Associate Spark. As candidates move farther down the application and onboarding funnel, they will begin to see less full logo lockups and more Sparks.

clear space

Our Spark

Our spark is our icon of inspiration and ingenuity. It is the visual representation of our brand.

The Spark either provides an emotional connection or plays a practical role—it should **not** be used as decoration.

A single, large iconic Spark is preferred over multiple sparks. It is never passive; its energy infuses the brand experience with warmth and wit.

Note: Previous iterations of the Walmart brand included a half spark and individual sparklets. These have been removed from the brand asset library.

The half spark can only be used in specific instances and with express written approval.

The individual sparklets should no longer be used.
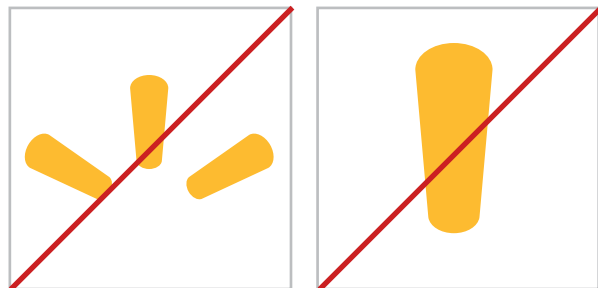
Can be used with written approval.

CLEAR SPACE

x
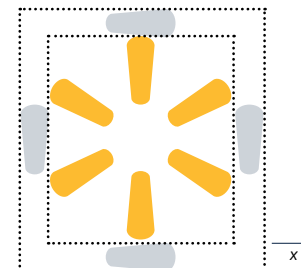
Our Associate Spark

Our Associate Spark symbolizes the vibrancy of people, culture, careers, and choices that our associates have available to them across the Walmart family of brands.

These multiple colors represent the entire family of Walmart associates across the world. It's our ownable, special Spark. When associates see it, they should feel a sense
of pride knowing that Walmart helps them
live better.

For example, Total Rewards communications reach across our entire domestic family of brands. Since the Associate Spark serves as the logo for the entire family of Walmart associates, Total Rewards communications
do not need to include individual brand logos.

The Associate Spark should never be used in a lockup next to "Walmart"; use the full Walmart logo with yellow Spark instead.

CLEAR SPACE

x
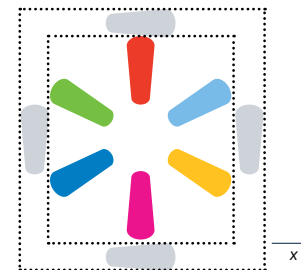
This is That Place logo

The *This is That Place* logo symbolizes the launch of our Associate Brand. It represents the celebration of our people, our programs, and our culture. It features the Bogle font and the familiar half-spark.

The *This is That Place* campaign logo should be used sparingly. Save it for special moments in the associate journey (e.g. special recognition or Associates Week).

CLEAR SPACE

Logo usage

YES

DO place the WHITE Walmart logo on Blue Ink.

YES

DO place the BLUE Walmart logo on white.

YES

DO place the This is That Place logo on white.

YES

DO place the Associate Spark on Blue Ink.

YES

DO place the Associate Spark on white.

NO

DON'T apply effects to our logo.

NO

DON'T place logo on a background with low contrast.

NO

DON'T place the Walmart and Associate Spark in close proximity.
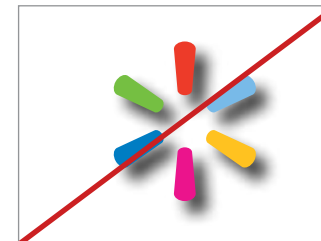
NO

DON'T apply effects to our logo.

NO

DON'T place logo on a background with low contrast.

Associate Brand Visual Identity

Design:
2.2 Brand architecture

NOTE: THIS IS THE ONLY APPROVED LOGO SYSTEM FOR WALMART. ALL LOGOS SHOULD REFLECT THIS FORMAT.

Logos out-of-context

Anytime the logo appears outside of context,
a name should be set in Bogle Regular and
locked up with the wordmark and Spark.

By emphasizing simplified communication
and using a recognizable and consistent brand
language, our suite of logos will successfully
scale while highlighting many complex cateogries.

Walmart logo   Team/Program/Platform/Product name

NOTE: THIS IS THE ONLY APPROVED LOGO SYSTEM FOR WALMART. ALL LOGOS SHOULD REFLECT THIS FORMAT.

Logos in-context

Anytime the logo appears in context, a name should be set in Bogle Regular and locked up with the Spark.

By emphasizing simplified communication and using a recognizable and consistent brand language, our suite of logos will successfully scale while highlighting many complex cateogries.

Spark   Team/Program/Platform/Product name

Platforms	☀ OneWalmart	☀ Total Rewards	
Programs	☀ Internships	☀ Opportunity Knocks	☀ New Hire Experience
Teams	☀ Infosec ACT	☀ Total Rewards	☀ Insights & Analytics
Products	☀ Survey Says	☀ LearnIT	☀ Centralized Reporting

NOTE: THIS IS THE ONLY APPROVED LOGO SYSTEM FOR WALMART. ALL LOGOS SHOULD REFLECT THIS FORMAT.

Design:
2.3 Typography

Our typography

Bogle is our custom font inspired by The Spark. It is modern, friendly, and versatile.

Bold and Regular weights are used throughout the Associate Brand.

Left-align headlines and copy wherever possible and always use correct punctuation and sentence case across the board.

HEADLINES
- Font: Bogle Bold
- Alignment: Left
- Leading: Same pts as font size
- Tracking: -30pts
- Sentence caps

Left-align body copy in Bogle Regular.

BODY COPY
- Font: Bogle Regular
- Alignment: Left
- Leading: Auto
- Tracking: Auto
- Color: Black or White

Body Copy must never be in color, only black or white.

Left-align headline copy in Bogle Bold.

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Design:
2.2 Brand colors

Brand colors

We have five colors in our brand palette.

Color hierarchy, context of message, and media channel need to be considered when producing a piece of communication for the Associate Brand.

The simplest way to design a piece of communication for our brand is to start from the primary color palette. See examples on page 25.

New color*

Blue Ink
CMYK 100-86-43-51
RGB 4-31-65
HEX 041f41

Pink
PMS Rhodamine Red C
CMYK 0-98-0-0
RGB 235-20-141
HEX eb148d

White
CMYK 0-0-0-0
RGB 255-255-255
HEX ffffff

Walmart Blue
PMS 285 C
CMYK 100-45-0-0
RGB 0-113-206
HEX 0071ce

Spark Yellow
PMS 1235 C
CMYK 0-25-100-0
RGB 255-194-32
HEX ffc220

New color*
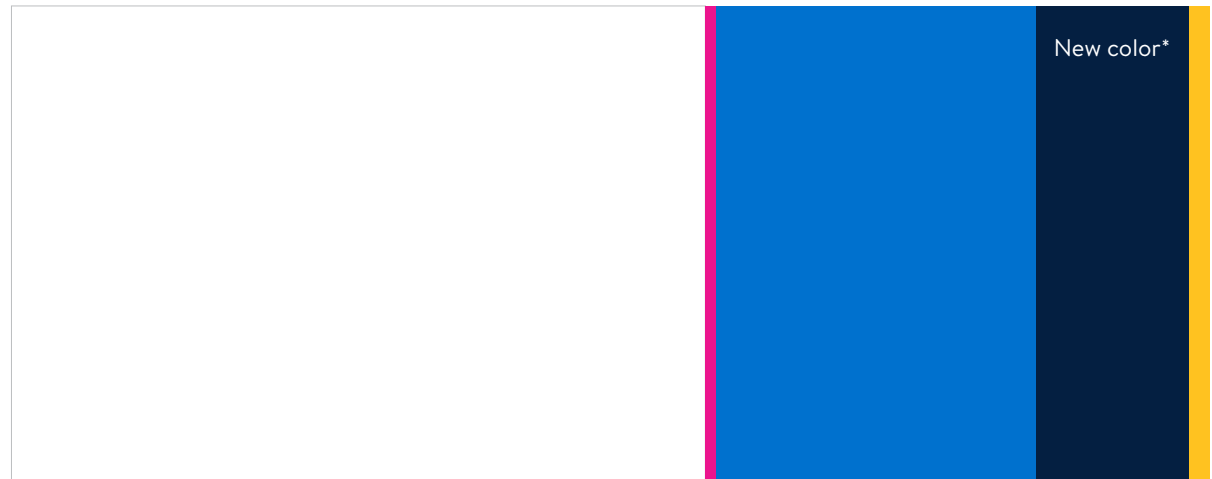
White
CMYK 0-0-0-0
RGB 255-255-255
HEX ffffff

Pink
PMS Rhodamine Red C
CMYK 0-98-0-0
RGB 235-20-141
HEX eb148d

Walmart Blue
PMS 285 C
CMYK 100-45-0-0
RGB 0-113-206
HEX 0071ce

Blue Ink
CMYK 100-86-43-51
RGB 4-31-65
HEX 041f41

Spark Yellow
PMS 1235 C
CMYK 0-25-100-0
RGB 255-194-32
HEX ffc220

Colors for headlines and body copy

Headline is
WMT Blue
on a white
background

Copy is **black**
on a white
background

A link in
a CTA can
be **bold**.

Select an
illustration
for use
on White
backgrounds

Ready, set, goal.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua.

Excepteur sint occaecat
cupidatat non proident, sunt
in culpa qui officia deserunt
mollit anim id est laborum.

**Visit wmlink/goalsetting
to get started.**

Ready, set, goal.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua.

Excepteur sint occaecat
cupidatat non proident, sunt
in culpa qui officia deserunt
mollit anim id est laborum.

**Visit wmlink/goalsetting
to get started.**
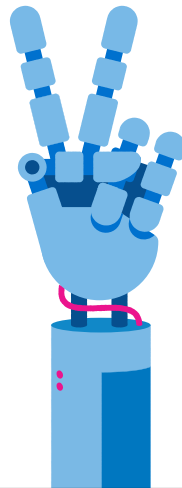
Headline is
white on a
Blue Ink
background

Copy is **white**
on a Blue Ink
background

A link in
a CTA can
be **bold**.

Select an
illustration
for use
on Blue Ink
backgrounds

Design:
2.3 Illustration

Brand illustration style

ILLUSTRATION CHARACTERISTICS
Subject-wise, the illustrations are hopeful, whimsical, witty, and convey a world full of possibilities and surprises.

Visually, they are highly-graphic, bold, colorful, and composed of interesting perspectives and simple compositions. Graphic color-blocking and rough-line work also define the style.

ROLE
The role of our illustrations is to bring specific messaging to life in a fun, unexpected, and charmingly odd manner.

COLOR COMBINATIONS
When it comes to color combinations, we strive to keep the color selection minimal to ensure simplicity and proper contrast.

CUSTOM ILLUSTRATIONS
We've built a vast library of illustrations and iconography that can be used for messaging. These are available for download on our Associate Brand Center.
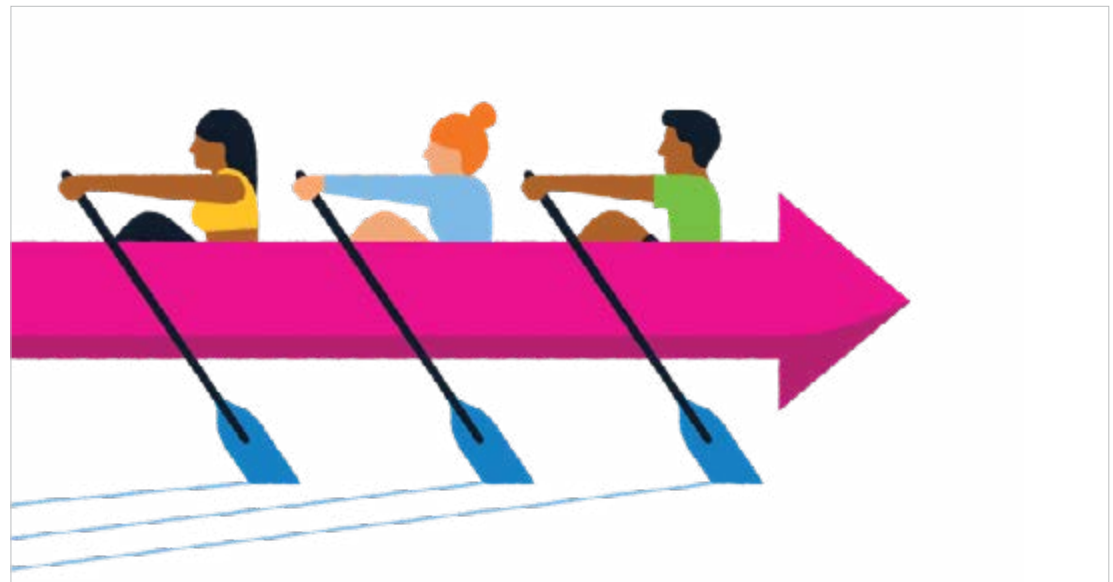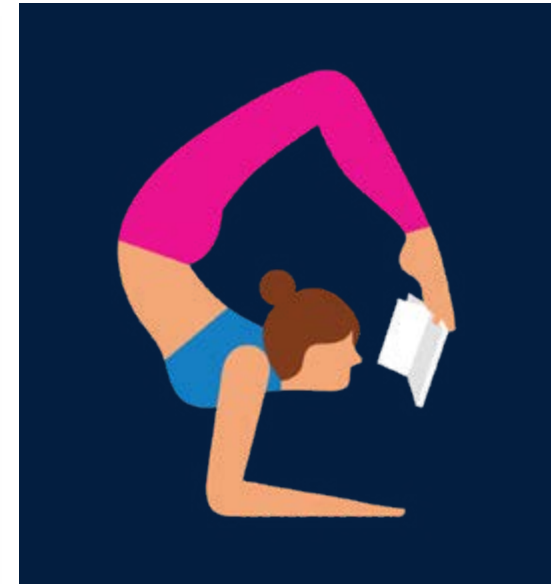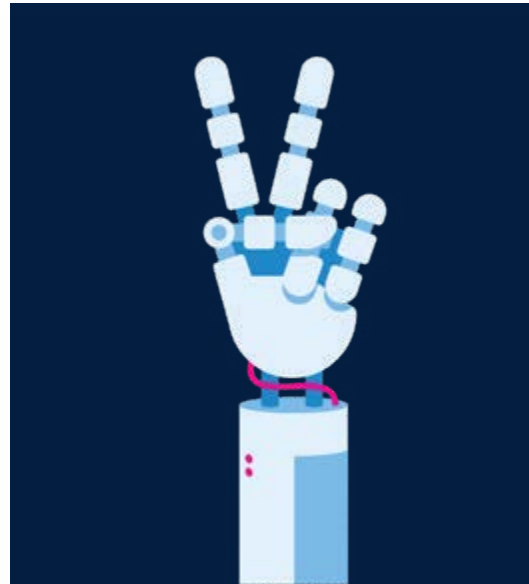
Illustration palette

To allow us to create more depth within our illustrations, we use an extended version of the main brand palette. This expanded version of our brand colors allows us to create more depth and shadow in our graphics.

These colors are for use solely in illustrations. DO NOT USE in headlines, backgrounds or body copy.

Example
Green & Dark Green to add illustration detail.
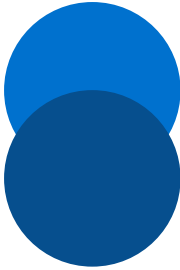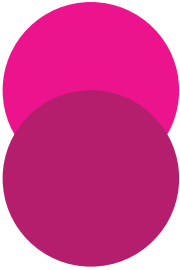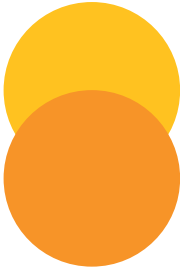
People pallete

The colors below are for designing people in illustrations. Use these colors for hair/skin/nails.

CMYK 3-40-56-0
RGB 241-166-119
HEX f1a677

CMYK 26-68-99-13
RGB 173-96-40
HEX ad6028

CMYK 27-82-99-23
RGB 153-66-34
HEX 994222

CMYK 0-39-35-0
RGB 249-172-152
HEX f9ac98

CMYK 9-55-73-0
RGB 226-136-85
HEX e28855

CMYK 1-11-13-0
RGB 250-227-214
HEX fae3d6

CMYK 29-76-54-67
RGB 15-29-44
HEX 0f1d2c

CMYK 5-83-100-0
RGB 229-83-38
HEX e55326

Walmart Blue

PMS 285 C
CMYK 100-45-0-0
RGB 0-113-206
HEX 0071ce

Dark Blue

PMS 7686 C
CMYK 100-76-16-3
RGB 6-79-142
HEX 064f8e

Pink

PMS Rhodamine Red C
CMYK 0-98-0-0
RGB 235-20-141
HEX eb148d

Dark Pink

PMS 675 C
CMYK 28-100-30-2
RGB 181-30-109
HEX b51e6d

Spark Yellow

PMS 1235 C
CMYK 0-25-100-0
RGB 255-194-32
HEX ffc220

Dark Yellow

PMS 144 C
CMYK 0-50-100-0
RGB 247-148-40
HEX f79428

Green

PMS 360 C
CMYK 58-0-100-0
RGB 118-192-67
HEX 76c043

Dark Green

PMS 7738 C
CMYK 71-12-100-1
RGB 84-165-70
HEX 54a546

Orange

PMS 158 C
CMYK 0-67-99-0
RGB 244-117-33
HEX f47521

Dark Orange

PMS 173 C
CMYK 5-84-100-0
RGB 229-78-38
HEX e54e26

Light Blue

PMS 284 C
CMYK 49-14-0-0
RGB 120-185-231
HEX 78b9e7

Dark Light Blue

PMS 7689 C
CMYK 81-36-1-0
RGB 17-136-200
HEX 1188c8

Red

PMS 179 C
CMYK 0-92-95-0
RGB 238-59-42
HEX ee3b2a

Dark Red

PMS 1795 C
CMYK 13-100-100-4
RGB 203-32-34
HEX cb2022

Illustrations & texture in layout

Remember that our illustrations are whimsical in nature, and therefore need to be shown in their entirety to communicate clearly.
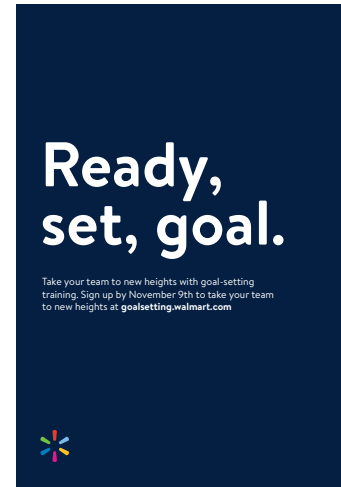
DO:
• Use plenty of white space
• Use a single-color headline
• Keep layouts left-aligned

DON'T:
• Overlap logo on illustrations
• Overlap text on illustrations
• Use colors from the illustration
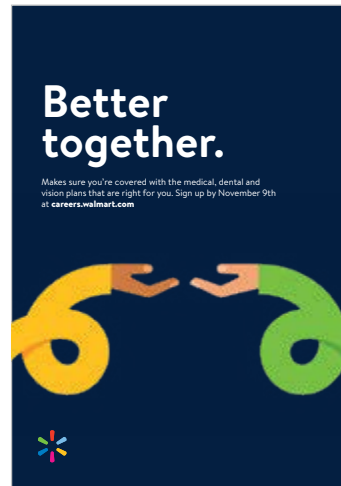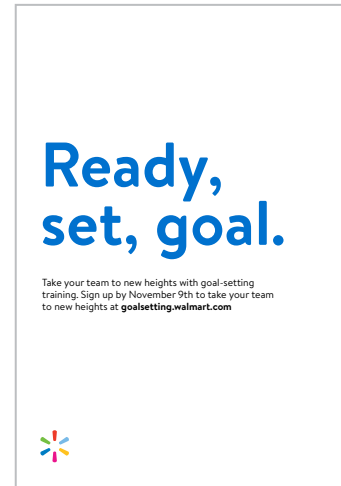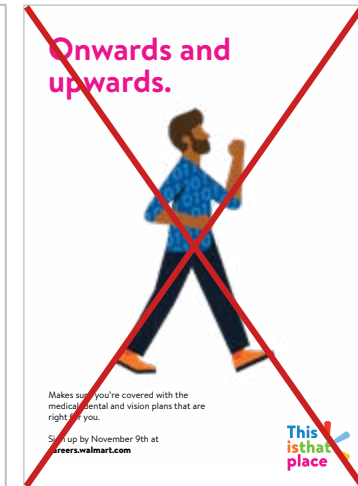 palette in headlines

YES

YES

NO

DON'T overlap text or logo on illustration.

YES

YES

NO

DON'T use pink in headlines
DON't use textures in illustrations

Examples of best design practices

We've got your coverage covered.

Walmart ✳

Jobs that come with springs attached.

At Walmart, over 200,000 associates were promoted in 2016. Learn how you can join the team at **careers.walmart.com**

✳

Optical Finance Legal Production Aviation Marketing Analytics

Applications are open at Walmart.

[Apply] Walmart ✳

Push it.

Where you get paid to go the extra mile.

Introducing Walmart At-Home Delivery, where you can earn more by delivering packages to customers on your commute home. Apply now at **careers.walmart.com**

Walmart ✳

Shake it up.

Onem et re, entius experchil earum is delenita destrup tat nsecus sed undis eum nos.

✳

Take your team to new heights.

Onem et re, entius experchil earum is delenita destrup tat nsecus sed undis eum nos.

✳

Less bustle, more hustle.

Onem et re, entius experchil earum is delenita destrup tat nsecus sed undis eum nos.

Walmart ✳

Design:
2.4 Photography

Photography overview

Associate Brand photography offers a peek into our environment and our people, and shines a light on the many ways Walmart provides access to living better.

Our audience is our fellow associates, both current and potential. We want to empower our people by recognizing the individuals and teams that make us, us.

GENERAL PHOTOGRAPHY GUIDELINES

Crisp, bright lighting.

Avoid capturing moments that feel staged or disingenuous. Lifestyle photography should feel natural to the environment they are captured in.

Avoid busy backgrounds. If the background is busy, use a shallow depth of field to compensate.

The subject in the photograph should seem approachable and friendly.

Photography examples

Our imagery is bright, joyful, and optimistic. It represents the diversity of gender, age, and ethnicity of our associates.

When choosing photographs for layouts, be sure to select artwork that will stand out next to color blocking.

If placing headlines directly onto the photography, be sure to use a photo with enough contrast for legibility.
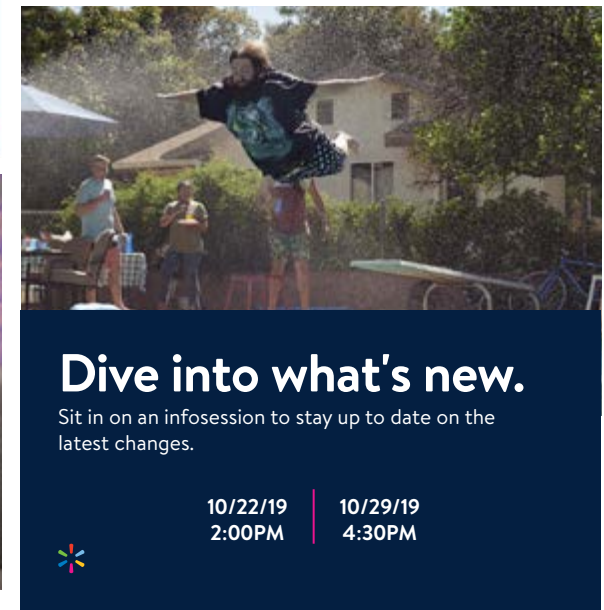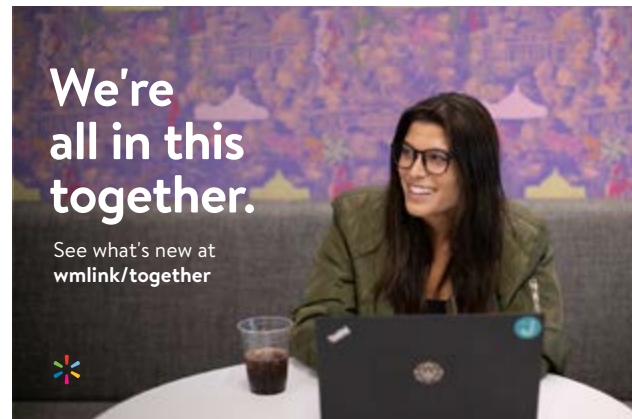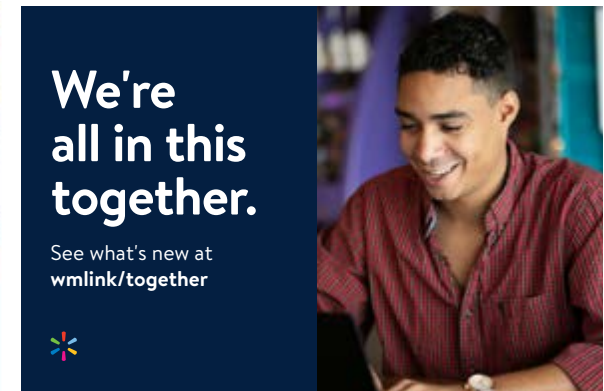
Photography
or illustrations?

When designing a layout, using a photograph or an illustration can evoke differing tones and energy.

Photographs are great for capturing high-energy moments and rousing emotion. Using photographs can also provide authentic insight into what Walmart is like as an organization.

The Associate Brand illustrations were created to comunicate a concept. For example shoes with springs can represent professional development. This concept would be more difficult to communicate in a photo.

The highly-graphic, bold, colorful, illustration style is timeless, while photography can become dated.

Jobs that come with springs attached.

At Walmart, over 200,000 associates were promoted in 2016. Learn how you can join the team at **careers.walmart.com**

A culture of success

We define culture as our values in action.

LEARN MORE

American renewal

We are committed to U.S. manufacturing.

LEARN MORE

Diversity & inclusion

By fostering a workplace culture where everyone is—and feels—included, everyone wins.

LEARN MORE

Smart benefits

LEARN MORE

Design:
2.5 Video

This is That Place video bumpers

This is That Place animations are available for download on the [Associate Brand Center.](#)

This animation style is used in TV commercials and can be applied using either the yellow spark or Associate Spark.

Associate Spark spins in center of frame.

"This is that place" appears and half-spark falls into alignment with the logo.
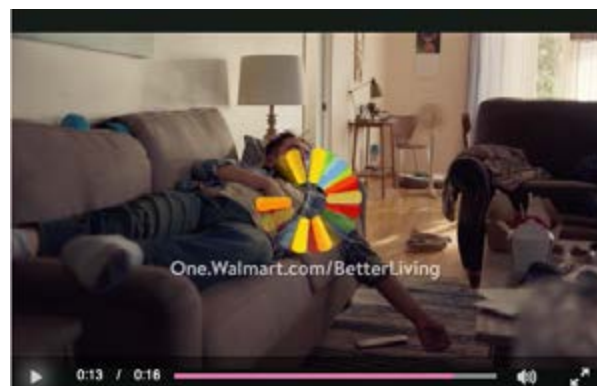
Associate Spark spins in center of frame.
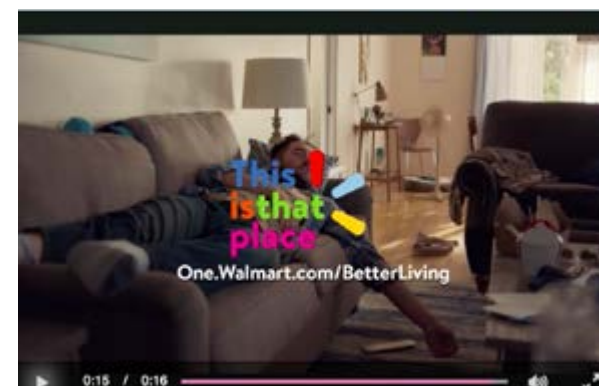
"This is that place" appears and half-spark falls into alignment with the logo.

Spark video bumpers

Spark falls into frame.
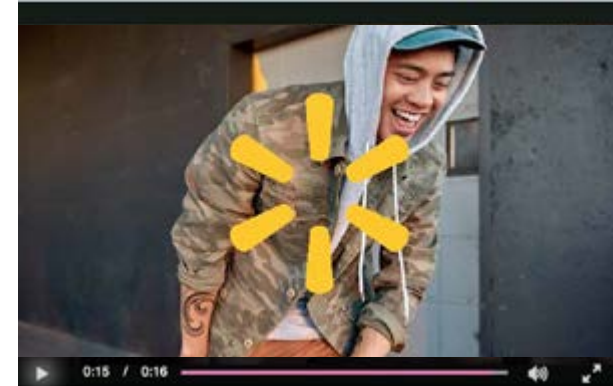
Spark momentarily rest on footage.

Spark reduces scale and turns, into alignment with Walmart logo

Spark turns into opposite direction "com" comes into frame.

Design:
2.6 Third-party
logo treatments

Third-party logo treatments

Ideally, overall design and UX will be similar across the Walmart ecosystem. But, when one of our amazing benefits comes from an outside vendor, it's important that associates can see the service or product is offered by Walmart, not owned by Walmart. We use logo lockups to show this relationship, building trust with both brands.

Logo lockups
We use a simple logo lockup with the Associate Spark, as it represents our entire family of brands.

The Associate Spark is placed on the left with the program, service, or app logo on the right. Use a white .5pt line to divide the logos.

This lockup should be present on all third-party materials for associates.

For digital apps or websites, the lockup should be present at the top of the screen. This consistency across all apps will add clarity to the associate experience.

Meet your pocket financial planner.

Use Even:
the app that budgets for you.

Begin your financial journey with Even.

Living better just got easier.
Annual Enrollment is here!

Sharecare makes it easy for you to put all the moving parts of your health in one place to help you live better.

Meet the healthier you at wmlink/sharecare

I've completely changed my lifestyle.

Where I was and where I am now is night-and-day.

The feeling is almost in-describable.

Start your journey at **zpchallenge.com.**

Track your progress by downloading the app.

Brian Slover
Market #251;
Terre Haute, IN

Design:
2.7 UX/UI

UX/UI guidelines

Building a website? Creating an app?
Download the full UX/UI guide as well
as our UX writing guidelines at
associatebrand.walmart.com

**For more tips, tricks and templates, visit the
Associate Brand Center: http://associatebrand.walmart.com**

Questions? Email the Associate Brand team:
AssociateBrand@walmart.com